

## Business Administration Cluster

### Program of Study: Accounting

#### Introduction

Introduction to Business or  
College Introduction to Business or  
Personal Finance or  
Wealth Building Fundamentals

#### Intermediate

Accounting 1

Accounting 2

#### Capstone

### Program of Study: Advance Accounting

#### Introduction

Accounting 3

#### Intermediate

Accounting 4 or  
College Accounting

#### Capstone

Work-Based Learning Experience

### Program of Study: Entrepreneurship

#### Introduction

Introduction to Business or  
College Introduction to Business or

#### Intermediate

Accounting 1 or  
Marketing or  
Economics

#### Capstone

Entrepreneurship or  
College Introduction to Entrepreneurship

### Program of Study: Management

#### Introduction

Introduction to Business or  
College Introduction to Business or

#### Intermediate

Marketing Management or  
Entrepreneurship or  
College Introduction to  
Entrepreneurship

#### Capstone

Management and Leadership

Finance Cluster

Program of Study: Finance		
<b>Introduction</b> Introduction to Business or College Introduction to Business or Personal Finance or Wealth Building Fundamentals	<b>Intermediate</b> Accounting 1	<b>Capstone</b> College or AP Micro Economics or College or AP Macro Economics or Probability and Statistics or Economics

Marketing Cluster

Program of Study: Marketing		
<b>Introduction</b> Marketing	<b>Intermediate</b> Marketing Management	<b>Capstone</b> Advanced Marketing or College Principles of Marketing

Program of Study: Marketing Entrepreneurship		
<b>Introduction</b> Marketing	<b>Intermediate</b> Marketing Management	<b>Capstone</b> Entrepreneurship or College Introduction to Entrepreneurship

## Program of Study Standards: Accounting

### Introduction to Business

#### Course Description

This course is designed to introduce students to the Business, Marketing, and Management Career Field, which focuses on organization, economics, management, marketing, financial management, and operations. Career opportunities and technology will also be used and discussed.

### BMM.HS.1.1

Analyze the organization of a business.

**BMM.HS.1.1.a** Explain the role of business in society.

**BMM.HS.1.1.b** Explain types of business ownership.

**BMM.HS.1.1.c** Describe types of businesses.

**BMM.HS.1.1.d** Examine the opportunities and risks of entrepreneurship.

### BMM.HS.1.2

Differentiate economic systems in order to recognize the environments in which businesses function.

**BMM.HS.1.2.a** Compare and contrast economic goods and services.

**BMM.HS.1.2.b** Explain the concept of economic resources.

**BMM.HS.1.2.c** Analyze economic indicators and how they affect the business cycle.

**BMM.HS.1.2.d** Explain the principles of supply and demand and pricing.

**BMM.HS.1.2.e** Compare and contrast the basic features of economic systems.

**BMM.HS.1.2.f** Identify factors that impact a business' profit and risk.

### BMM.HS.1.3

Recognize management's role to understand its contribution to business success.

**BMM.HS.1.3.a** Analyze the management functions within the business environment (e.g. planning, organizing, leading, controlling)

**BMM.HS.1.3.b** Differentiate between leading and managing.

**BMM.HS.1.3.c** Understand the role and function of human resource management.

**BMM.HS.1.3.d** Evaluate how organizational culture impacts business.

**BMM.HS.1.3.e** Utilize information and technology tools to conduct business effectively and efficiently.

**BMM.HS.1.3.f** Examine the role of ethics and social responsibility in decision making.

### BMM.HS.1.4

Discern marketing's role and function in business.

<b><i>BMM.HS.1.4.a</i></b>	Explain marketing and its relevance in a global economy.
<b><i>BMM.HS.1.4.b</i></b>	Evaluate the elements of the marketing mix in relation to a product/service.
<b>BMM.HS.1.5</b>	
Demonstrate financial planning and decision making through the use of accounting principles in business.	
<b><i>BMM.HS.1.5.a</i></b>	Explain the concepts of accounting and financial records used by businesses.
<b><i>BMM.HS.1.5.b</i></b>	Explain the role of finance in business and its role in decision making.
<b>BMM.HS.1.6</b>	
Evaluate specialized operation areas of business and how technology affects those operations.	
<b><i>BMM.HS.1.6.a</i></b>	Explain forms of production and how businesses complete production planning.
<b><i>BMM.HS.1.6.b</i></b>	Evaluate the role of computer systems, applications, and securing threats to their systems and data.
<b>BMM.HS.1.7</b>	
<b>Investigate careers in the areas of business, marketing and management.</b>	
<b><i>BMM.HS.1.7.a</i></b>	Identify career and technical student organizations within a business career field.
<b><i>BMM.HS.1.7.b</i></b>	Explore career opportunities in business.

<b>Personal Finance</b>	
Course Description	
The goal of Personal Finance is to help students to become financially responsible, conscientious members of society. To reach that end, this course develops student understanding and skills in such areas as income, money management, budgeting, financial goal attainment, the wise use of credit, insurance, and investments.	
<b>BMM.HS.1.8</b>	
Evaluate savings and investment strategies to achieve financial goals.	
<b>BMM.HS.1.8.a</b>	Compare and contrast saving and investing
<b>BMM.HS.1.8.b</b>	Set financial goals including the development of a personal budget.
<b>BMM.HS.1.8.c</b>	Describe why and how people save.
<b>BMM.HS.1.8.d</b>	Analyze the power of compounding through the time value of money and the importance of starting early in implementing a plan of saving.
<b>BMM.HS.1.8.e</b>	Compare rates of return and risks between savings and investment instruments.
<b>BMM.HS.1.8.f</b>	Correlate salary potential to the education requirements of different careers by identifying strategies to reduce student loan debt.
<b>BMM.HS.1.9</b>	
Develop and evaluate a plan to manage money to achieve personal goals.	
<b>BMM.HS.1.9.a</b>	Identify various forms of income and analyze factors that affect income as part of the career decision-making process.
<b>BMM.HS.1.9.b</b>	Identify various ways people earn a living by using the career clusters to explore opportunities.
<b>BMM.HS.1.9.c</b>	Interpret a pay stub to calculate gross and net pay while identifying benefits.
<b>BMM.HS.1.9.d</b>	Describe the impact of taxes on personal financial planning
<b>BMM.HS.1.9.e</b>	Compare and prepare personal income tax forms (e.g., W-4, W-2, 1040EZ, 1040).
<b>BMM.HS.1.9.f</b>	Investigate opportunities to defer income taxes based upon participation in employer-sponsored retirement plans (e.g., IRA, 401K, Roth IRA).
<b>BMM.HS.1.9.g</b>	Develop and evaluate a personal budget and analyze the cycle of net worth.
<b>BMM.HS.1.10</b>	
Compare and evaluate financial institutions and the services provided.	
<b>BMM.HS.1.10.a</b>	Distinguish between the various types of financial institutions and the basic services provided.
<b>BMM.HS.1.10.b</b>	Explain forms of financial exchange (cash, credit, debit, electronic funds transfer, and other emerging payment forms etc.)
<b>BMM.HS.1.10.c</b>	Identify the structure and functions of the Federal Reserve System and how it facilitates the functions of money.
<b>BMM.HS.1.10.d</b>	Compare and contrast checking and savings accounts and the forms of financial exchange.
<b>BMM.HS.1.10.e</b>	Recognize the cost of interest rates and fees associated with financial services.
<b>BMM.HS.1.10.f</b>	Explain legal responsibilities associated with financial exchanges
<b>BMM.HS.1.11</b>	
Compare and contrast strategies used to establish, build, maintain, monitor, and control credit.	
<b>BMM.HS.1.11.a</b>	Identify the C's of creditworthiness (e.g., collateral, character, capacity, conditions).

<b>BMM.HS.1.11.b</b>	Identify advantages and disadvantages of using credit (e.g., credit cards, auto loans, college loans).
<b>BMM.HS.1.11.c</b>	Explain sources of financing and how credit grace periods, methods of interest calculations, and fees affect borrowing costs.
<b>BMM.HS.1.11.d</b>	Understand the rights and responsibilities of consumers according to credit legislation (e.g., truth-in-lending, fair credit reporting, equal credit opportunity, fair debt collection)
<b>BMM.HS.1.11.e</b>	Explain the importance of credit ratings and credit scores and the effect on a credit report and the cost of credit.
<b>BMM.HS.1.11.f</b>	Identify methods to resolve credit discrepancies and prevent identity theft.
<b>BMM.HS.1.12</b>	
Apply decision-making skills and models to maximize consumer satisfaction when buying goods and services.	
<b>BMM.HS.1.12.a</b>	Use reliable consumer resources to collect information for making buying decisions about durable and nondurable goods.
<b>BMM.HS.1.12.b</b>	Recognize the laws that are available to protect the rights of the consumer.
<b>BMM.HS.1.12.c</b>	Apply comparison shopping skills to purchasing decisions.
<b>BMM.HS.1.12.d</b>	Compare the advantages and disadvantages of buying versus leasing (a., vehicle, tools, furniture, housing).
<b>BMM.HS.1.13</b>	
Explore the protection and management of assets.	
<b>BMM.HS.1.13.a</b>	Define insurance terminology.
<b>BMM.HS.1.13.b</b>	Identify risk management strategies (e.g., retention, avoidance, reduction, transfer).
<b>BMM.HS.1.13.c</b>	Identify the various ways to reduce the cost of insurance.
<b>BMM.HS.1.13.d</b>	Identify the type of insurance associated with different types of risk (e.g., automobile, personal and professional liability, property, health, life, long-term care, disability).
<b>BMM.HS.1.13.e</b>	Calculate recommended insurance premiums for various risks and different income levels.
<b>BMM.HS.1.13.f</b>	Discuss the nature of retirement planning
<b>BMM.HS.1.13.g</b>	Explain the nature of estate planning

Wealth Building Fundamentals	
Course Description	
This course is designed to provide knowledge of personal financial management. Students learn to manage their resources to make sound personal financial decisions, interpret data to develop short- and long-term budgetary plans, and develop product knowledge related to financial planning. Students will develop a financial plan that includes savings, investing, credit management, risk management, and retirement. This course may be available for articulated or dual credit at a postsecondary institution.	
BMM.HS.1.14	
Develop the fundamental aspects of financial and personal attributes that contribute to a successful career.	
<b>BMM.HS.1.14.a</b>	Identify various forms of income.
<b>BMM.HS.1.14.b</b>	Analyze factors that affect income as part of the career decision-making process.
BMM.HS.1.15	
Evaluate strategies used to maintain, monitor, control, and plan the use of financial resources.	
<b>BMM.HS.1.15.a</b>	Analyze financial needs and goals to determine financial requirements.
<b>BMM.HS.1.15.b</b>	Apply concepts of financial management to achieve personal goals.
BMM.HS.1.16	
Develop an understanding of strategies used to establish, build, maintain, monitor, and control credit.	
<b>BMM.HS.1.16.a</b>	Analyze factors that affect choice and cost of credit.
<b>BMM.HS.1.16.b</b>	Identify strategies to establish and maintain a good credit rating for effective credit management.
<b>BMM.HS.1.16.c</b>	Summarize the loan application process and how it is used to determine the creditworthiness of the applicant.
<b>BMM.HS.1.16.d</b>	Investigate credit laws and regulations.
BMM.HS.1.17	
Assess savings and investment strategies to achieve financial goals.	
<b>BMM.HS.1.17.a</b>	Distinguish between income and wealth.
<b>BMM.HS.1.17.b</b>	Evaluate the need for saving and investing to ensure financial well-being and wealth building.
<b>BMM.HS.1.14.c</b>	Evaluate saving and investment options and criteria.
BMM.HS.1.18	
Explain the economic advantages and disadvantages of real estate as an investment tool.	
<b>BMM.HS.1.18.a</b>	Identify the advantages and disadvantages of buying versus renting a home.

<b>BMM.HS.1.18.b</b>	Identify the risks and rewards of investing in income-producing real estate (e.g., residential, agricultural, commercial).
<b>BMM.HS.1.19</b>	
Differentiate between perils and risks in life and how to protect against the consequences of risk.	
<b>BMM.HS.1.19.a</b>	Identify common types of risks and basic risk management strategies.
<b>BMM.HS.1.19.b</b>	Evaluate insurance as a risk management strategy.
<b>BMM.HS.1.20</b>	
Apply appropriate technology solutions to interpret, analyze and relate emerging trends through areas of business.	
<b>BMM.HS.1.20.a</b>	Apply technology or software tools as it relates to financial activities.
<b>BMM.HS.1.20.b</b>	Understand the use of information technology in business and industry.
<b>BMM.HS.1.20.c</b>	Analyze financial data to make decisions.



## Accounting 1

### Course Description

This one-semester course covers a service business organized as a sole proprietorship which will include accounting principles involved in the preparation and maintenance of financial records concerned with business management and operations. It is a comprehensive introduction to basic accounting including recording, summarizing and reporting, principles of income measurement and asset valuation, and accounting systems and controls. Students are exposed to careers in the accounting field and are given the opportunity to perform accounting applications using technology.

### BMM.HS.1.21

Demonstrate and explain the purpose of the steps of the accounting cycle.

**BMM.HS.1.21.a**

Apply concepts of analyzing transactions and how they relate to the accounting equation.

**BMM.HS.1.21.b**

Define accounting and related concepts to explain the purpose of the accounting system and its relationship to business.

**BMM.HS.1.21.c**

Analyze business transactions using source document information and describe the effect on the accounting equation.

**BMM.HS.1.21.d**

Define assets, liabilities, equity, revenue, and expenses.

**BMM.HS.1.21.e**

Apply the concepts of debits and credits through the use of T-accounts, normal account balances, and the chart of accounts.

**BMM.HS.1.21.f**

Explain the purpose of documenting transactions through journal and ledger entries.

**BMM.HS.1.21.g**

Analyze and record transactions including adjusting, closing, and correcting entries.

**BMM.HS.1.21.h**

Post to the ledger and compare the relationship between journals, ledgers, and financial statements.

**BMM.HS.1.21.i**

Explain and prepare the purposes of each financial statement and describe the way they interact.

**BMM.HS.1.21.j**

Understand and prepare various forms of a worksheet, income statement, and balance sheet.

### BMM.HS.1.22

Apply generally accepted accounting principles (GAAP) to determine the value of assets, liabilities, and equity.

**BMM.HS.1.22.a**

Define cash and apply cash control procedures related to: bank reconciliation, petty cash, electronic funds transfer (EFT), credit/debit card transactions, traditional banking, and checking accounts.

**BMM.HS.1.22.b**

Explain the purpose of the capital and drawing accounts for a sole proprietorship.

**BMM.HS.1.8.c**

Apply appropriate techniques to account for investments and withdrawals by owners.

### BMM.HS.1.23

Prepare, interpret, and analyze financial statements for various types of businesses.

**BMM.HS.1.23.a**

Evaluate the impact of data on business through the development of financial statements.

<b>BMM.HS.1.23.b</b>	Create financial statements utilizing various methods.
<b>BMM.HS.1.24</b>	
Investigate career opportunities, workplace skills, technology, and ethics related to the field of accounting.	
<b>BMM.HS.1.24.a</b>	Comprehend the skills and competencies needed to be successful in an accounting-related career.
<b>BMM.HS.1.24.b</b>	Research the educational requirements for various careers, professional designations, and certifications in an accounting-related career.
<b>BMM.HS.1.24.c</b>	Describe various careers and opportunities related to accounting.
<b>BMM.HS.1.24.d</b>	Utilize both verbal and nonverbal communication skills related to the workplace.
<b>BMM.HS.1.24.e</b>	Apply analytical, critical thinking, and leadership skills to the workplace.
<b>BMM.HS.1.24.f</b>	Demonstrate the ability to work in a team.
<b>BMM.HS.1.24.g</b>	Explain a need for a code of ethics in accounting and the ethical responsibilities required of accountants.
<b>BMM.HS.1.24.h</b>	Explain the role that accountants play in business and society.
<b>BMM.HS.1.24.i</b>	Demonstrate ethical decision-making skills, legal ,and compliance issues conducted through business scenarios.
<b>BMM.HS.1.24.j</b>	Understand the use of information technology use in the accounting industry.

Accounting 2	
Course Description	
This one-semester course covers concepts of a merchandising business which will include accounting principles involved in the preparation and maintenance of financial records concerned with business management and operations. It is a comprehensive introduction to basic accounting including payroll, related career opportunities, application of generally-accepted accounting principles related to recording, summarizing and reporting, principles of income measurement and asset valuation, and accounting systems and controls. Students are exposed to careers in and related to the accounting field and are given the opportunity to perform accounting applications using technology. Accounting 1 is a recommended prerequisite to this course.	
BMM.HS.1.25	
Prepare and maintain payroll records and business tax related records.	
<b>BMM.HS.1.25.a</b>	Prepare and maintain payroll records and tax forms using manual and computerized systems.
<b>BMM.HS.1.25.b</b>	Calculate various forms of earning (e.g., hourly, salary, commission).
<b>BMM.HS.1.25.c</b>	Calculate deductions (e.g., Social Security, Medicare, state income tax, federal tax).
<b>BMM.HS.1.25.d</b>	Differentiate between taxation at the personal and business levels.
BMM.HS.1.26	
Describe the different forms of business ownership and the advantages and disadvantages of each form.	
<b>BMM.HS.1.26.a</b>	Identify the forms of business ownership (e.g., proprietorship, partnership, and corporation).
<b>BMM.HS.1.26.b</b>	Explain how the different forms of business ownership are reflected in the financial statements.
BMM.HS.1.27	
Comprehend the skills and competencies needed to be successful in an accounting-related career.	
<b>BMM.HS.1.27.a</b>	Research the educational requirements for various careers, professional designations, and certifications in an accounting-related career.
<b>BMM.HS.1.27.b</b>	Explore various careers and opportunities related to accounting.
<b>BMM.HS.1.27.c</b>	Utilize both verbal and nonverbal communication skills related to the workplace.
<b>BMM.HS.1.27.d</b>	Apply analytical, critical thinking, and leadership skills to the workplace.
<b>BMM.HS.1.27.e</b>	Demonstrate the ability to work in a team.
<b>BMM.HS.1.27.f</b>	Explain a need for a code of ethics in accounting and the ethical responsibilities required of accountants.
<b>BMM.HS.1.27.g</b>	Explain the role that accountants play in business and society.
<b>BMM.HS.1.27.h</b>	Demonstrate ethical decision-making skills and conduct in a business scenario.
BMM.HS.1.28	
Apply generally accepted accounting principles (GAAP) to determine the value of assets, liabilities, and equity.	
<b>BMM.HS.1.28.a</b>	Define cash and apply cash control procedures related to: bank reconciliation, petty cash, electronic funds transfer (EFT), credit/debit card transactions, traditional banking, and checking accounts.

<b>BMM.HS.1.28.b</b>	Determine cost of inventory and apply appropriate valuation methods, and their impact on income statements and balance sheets.
<b>BMM.HS.1.28.c</b>	Distinguish between current and long-term liabilities.
<b>BMM.HS.1.28.d</b>	Record transactions for payables.
<b>BMM.HS.1.28.e</b>	Explain the purpose of the capital and drawing accounts for a sole proprietorship.
<b>BMM.HS.1.28.f</b>	Explain the purpose of the capital stock and retained earnings accounts for a corporation.
<b>BMM.HS.1.28.g</b>	Apply appropriate techniques to account for investments and withdrawals by owners.
<b>BMM.HS.1.28.h</b>	Explain the purpose of the following corporate accounts: common stock, preferred stock, paid-in capital, retained earnings, and dividends.
<b>BMM.HS.1.28.i</b>	Analyze the effect of cash dividends on financial statements.
<b>BMM.HS.1.29</b>	
Prepare, interpret, and analyze financial statements for various types of business.	
<b>BMM.HS.1.29.a</b>	Evaluate the impact of data on business through the development of financial statements.
<b>BMM.HS.1.29.b</b>	Utilize manual and automated methods to create financial statements.
<b>BMM.HS.1.29.c</b>	Draw conclusions about business performance using ratios and other forms of analysis related to financial statements.
<b>BMM.HS.1.29.d</b>	Prepare and understand specialized financial statements including the schedule of accounts receivable and schedule of accounts payable.

## Program of Study Standards: Advanced Accounting

### Accounting 3

#### Course Description

This is a one-semester course that includes partnership and corporate accounting, departmentalized accounting, adjustments in inventory control systems, and further enhancement of accounting skills. Accounting 1 and Accounting 2 are recommended prerequisites to this course.

#### BMM.HS.2.1

Practice departmentalized accounting.

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| <b><i>BMM.HS.2.1.a</i></b> | Apply accounting principles to journalize and post purchases and purchases returns and allowances.  |
| <b><i>BMM.HS.2.1.b</i></b> | Apply accounting principles to journalize and post cash payments.   |
| <b><i>BMM.HS.2.1.c</i></b> | Apply accounting principles to journalize and post sales on account and sales returns and allowances.   |
| <b><i>BMM.HS.2.1.d</i></b> | Apply accounting principles to journalize and post cash receipts.   |
| <b><i>BMM.HS.2.1.e</i></b> | Complete payroll records for employee earnings and deductions.  |
| <b><i>BMM.HS.2.1.f</i></b> | Calculate and record payroll and payroll taxes.   |
| <b><i>BMM.HS.2.1.g</i></b> | Define and identify accounting terms, concepts, and practices related to financial reporting for a departmentalized merchandising business.         |
| <b><i>BMM.HS.2.1.h</i></b> | Prepare and analyze financial statements for a departmentalized merchandising business including an interim departmental statement of gross profit. |
| <b><i>BMM.HS.2.1.i</i></b> | Complete end-of-period work for a departmentalized merchandising business.  |

#### BMM.HS.2.2

Apply accounting adjustments and valuations.

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| <b><i>BMM.HS.2.2.a</i></b> | Define and identify accounting terms, concepts, and practices related to planning, counting, and costing inventory. |
| <b><i>BMM.HS.2.2.b</i></b> | Determine the cost of inventory using selected costing methods.   |
| <b><i>BMM.HS.2.2.c</i></b> | Calculate and analyze inventory ratios.   |
| <b><i>BMM.HS.2.2.d</i></b> | Define and identify accounting terms, concepts, and practices related to uncollectible accounts.                    |
| <b><i>BMM.HS.2.2.e</i></b> | Calculate and record estimated uncollectible accounts expense using appropriate methods.                            |
| <b><i>BMM.HS.2.2.f</i></b> | Calculate and analyze accounts receivable turnover ratios.  |

#### BMM.HS.2.3

Plan and record general accounting adjustments.

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| <b><i>BMM.HS.2.3a</i></b>  | Define and identify accounting terms, concepts, and practices related to plant assets and depreciation. |
| <b><i>BMM.HS.2.3.b</i></b> | Journalize the purchase and disposal of plant assets.   |
| <b><i>BMM.HS.2.3.c</i></b> | Calculate and record depreciation using various methods.  |

<b>BMM.HS.2.3.d</b>	Define and identify accounting terms, concepts, and practices related to notes payable, prepaid expenses, and accrued expenses.
<b>BMM.HS.2.3.e</b>	Journalize transactions for notes payable, prepaid expenses, and accrued expenses.
<b>BMM.HS.2.3.f</b>	Define and identify accounting terms, concepts, and practices related to notes receivable, unearned revenue, and accrued revenue.
<b>BMM.HS.2.3.g</b>	Journalize transactions for notes receivable, unearned revenue, and accrued revenue.
<b>BMM.HS.2.3.h</b>	Journalize adjusting and reversing entries for accrued revenue.
<b>BMM.HS.2.4</b>	
Apply appropriate technology solutions to interpret, analyze and relate emerging trends in accounting.	
<b>BMM.HS.2.4.a</b>	Apply a secure and safe accounting technology or software tool as it relates to accounting activities.
<b>BMM.HS.2.4.b</b>	Understand the use of information technology use in the accounting industry.
<b>BMM.HS.2.4.c</b>	Analyze financial information of a business using technology.

## Accounting 4

### Course Description

This is a one-semester course that includes partnership and corporate accounting, adjustments in inventory control systems, budgetary control systems, and further enhancement of accounting skills. Accounting 1, Accounting 2, and Accounting 3 are recommended prerequisites to this course.

### BMM.HS.2.5

Apply corporate accounting concepts.

#### **BMM.HS.2.5.a**

Define and identify accounting terms, concepts, and practices related to corporate accounting.

#### **BMM.HS.2.5.b**

Journalize transactions related to formation of a corporation.

#### **BMM.HS.2.5.c**

Journalize transactions related to stocks and dividends.

#### **BMM.HS.2.5.d**

Define and identify accounting terms, concepts, and practices related to acquiring additional capital.

#### **BMM.HS.2.5.e**

Journalize transactions related to issuing additional stock, buying and selling treasury stock, and bonds payable.

#### **BMM.HS.2.5.f**

Define and identify accounting terms, concepts, and practices related to financial analysis and reporting for a corporation.

#### **BMM.HS.2.5.g**

Calculate corporate income tax.

#### **BMM.HS.2.5.h**

Prepare, analyze, and interpret corporate financial statements.

### BMM.HS.2.6

Apply management accounting concepts.

#### **BMM.HS.2.6.a**

Define and identify accounting terms, concepts, and practices related to budgetary planning and control.

#### **BMM.HS.2.6.b**

Prepare a budget, budgeted income statement, and performance report.

#### **BMM.HS.2.6.c**

Define and identify accounting terms, concepts, and practices related to cost-volume-profit analysis and present-value analysis.

#### **BMM.HS.2.6.d**

Determine break-even point.

#### **BMM.HS.2.6.e**

Perform calculations related to cost-volume-profit and present-value analysis.

#### **BMM.HS.2.6.f**

Define and identify accounting terms, concepts, and practices related to financial statement analysis.

#### **BMM.HS.2.6.g**

Perform ratio analysis of financial statements.

#### **BMM.HS.2.6.h**

Analyze the long-term financial strength of a business.

### BMM.HS.2.7

Explore accounting for a manufacturing business.

#### **BMM.HS.2.7.a**

Define, identify, and analyze accounting terms, concepts, and practices related to cost accounting for a manufacturing business.

#### **BMM.HS.2.7.b**

Maintain manufacturing records.

#### **BMM.HS.2.7.c**

Define and identify accounting terms, concepts, and practices related to financial reporting for a manufacturing business.

<b>BMM.HS.2.7.d</b>	Journalize manufacturing accounting transactions.
<b>BMM.HS.2.7.e</b>	Prepare end-of-fiscal-period statements for a manufacturing business.
<b>BMM.HS.2.8</b>	
Explore accounting principles for different types of business organizations.	
<b>BMM.HS.2.8.a</b>	Define and identify accounting terms, concepts, and practices related to accounting for a partnership.
<b>BMM.HS.2.8.b</b>	Journalize transactions related to the formation, expansion, and liquidation of a partnership.
<b>BMM.HS.2.8.c</b>	Calculate the distribution of partnership earnings.
<b>BMM.HS.2.8.d</b>	Prepare end-of-the-fiscal-period statements for a partnership.
<b>BMM.HS.2.8.e</b>	Define and identify accounting terms, concepts, and practices related to accounting for a not-for-profit organization.
<b>BMM.HS.2.8.f</b>	Differentiate between the types, purposes, and characteristics of not-for-profit organizations (e.g., governmental, religious, charitable, educational).
<b>BMM.HS.2.8.g</b>	Journalize transactions related for multiple business organizations.
<b>BMM.HS.2.8.h</b>	Prepare end-of-the-fiscal-period statements for multiple business organizations.
<b>BMM.HS.2.9</b>	
Apply appropriate technology solutions to interpret, analyze, and relate emerging trends in accounting.	
<b>BMM.HS.2.9.a</b>	Apply a secure and safe accounting technology or software tool as it relates to accounting activities.
<b>BMM.HS.2.9.b</b>	Understand the use of information technology use in the accounting industry.
<b>BMM.HS.2.9.c</b>	Analyze financial information of a business using technology.
<b>BMM.HS.2.10</b>	
Research accounting-related careers and participate in work-based learning strategies.	
<b>BMM.HS.2.10.a</b>	Research various careers in accounting along with the educational requirements for those careers, professional designations, and certifications in an accounting-related career.
<b>BMM.HS.2.10.b</b>	Apply knowledge and skills to motivate and expand learning through a hands-on approach as an entrepreneur.
<b>BMM.HS.2.10.c</b>	Acquire business and industry experience and an understanding of career and educational options.

<b>College Accounting</b>	
Course Description	



This course is designed to provide introductory knowledge of financial accounting principles, concepts, and practices. Included topics are the balance sheet, the income statement, the statement of equity, the statement of cash flows, worksheets, journals, ledgers, accruals, adjusting and closing entries, internal controls, inventories, fixed and intangible assets, liabilities, equity, and financial statement analysis. This course provides a foundation for more advanced work in the fields of accounting and business. This course is based off of the Nebraska Community College System Syllabus for Principles of Accounting I (ACCT1200), 2018. This has been identified as course standards for dual-enrollment accounting at the high school level.

<b>BMM.HS.2.11</b>	
Demonstrate an understanding of accounting and business.	
<b>BMM.HS.2.11.a</b>	Demonstrate an understanding of introduction to Accounting and business, the nature of business, and the profession of Accounting.
<b>BMM.HS.2.11.b</b>	Apply principles from Generally Accepted Accounting Principles (GAAP) and International Financial Reporting Standards (IFRS).
<b>BMM.HS.2.12</b>	
Prepare journal entries.	
<b>BMM.HS.2.12.a</b>	Analyze and record accounting transactions.
<b>BMM.HS.2.12.b</b>	Compare and contrast characteristics of accounts, chart of accounts, normal balances of accounts, and rules of debits and credits.
<b>BMM.HS.2.12.c</b>	Analyze and record transactions, prepare a trial balance, understand the usefulness and limitations of a trial balance, and understand correcting entries.
<b>BMM.HS.2.13</b>	
Prepare a trial balance, adjusting entries, and financial statements.	
<b>BMM.HS.2.13.a</b>	Prepare a statement of cash flows, recognize cash inflows and outflows.
<b>BMM.HS.2.13.b</b>	Understand basic ratios and financial analysis of a business organization.
<b>BMM.HS.2.14</b>	
Complete the closing process in the accounting cycle.	
<b>BMM.HS.2.14.a</b>	Prepare and analyze financial statements.
<b>BMM.HS.2.14.b</b>	Determine the necessary steps in the closing entry process.
<b>BMM.HS.2.14.c</b>	Prepare and analyze a post-closing trial balance.
<b>BMM.HS.2.15</b>	
Follow industry standards related to accounting for receivables.	
<b>BMM.HS.2.15.a</b>	Classify receivables and internal controls of receivables.
<b>BMM.HS.2.15.b</b>	Analyze accounting for uncollectible accounts and accounting for notes receivable.

<b>BMM.HS.2.16</b>	
Evaluate the process for inventory transactions for different business scenarios.	
<b>BMM.HS.2.16.a</b>	Differentiate between perpetual and periodic inventory systems.
<b>BMM.HS.2.16.b</b>	Analyze inventory transactions, adjusting entries, and closing entries for a business.
<b>BMM.HS.2.16.c</b>	Measure the effect of inventory errors on financial statements, inventory cost flow assumptions, and alternative inventory valuation methods.
<b>BMM.HS.2.17</b>	
Utilize generally accepted accounting principles to account for investments in tangible and intangible operating assets, long-term debt, and equity financing arrangements.	
<b>BMM.HS.2.17.a</b>	Apply principles from GAAP and IFRS to accounting for investments.
<b>BMM.HS.2.17.b</b>	Identify components of the accounting equation and its elements.
<b>BMM.HS.2.18</b>	
Develop, analyze, and interpret financial statements for businesses.	
<b>BMM.HS.2.18.a</b>	Perform ratio analysis on financial statements.
<b>BMM.HS.2.18.b</b>	Prepare and analyze the statement of cash flows.
<b>BMM.HS.2.18.c</b>	Prepare and analyze financial statements and evaluate their impact on business.
<b>BMM.HS.2.19</b>	
Assess ethical scenarios and explain their importance in accounting.	
<b>BMM.HS.2.19.a</b>	Hypothesize business ethics and ethical conduct.
<b>BMM.HS.2.19.b</b>	Examine ethical accounting principles and industry practices.

### **Advanced Accounting Work-Based Learning**

A class that provides students the opportunity to connect what they learn in school with worksite application. Students are placed in an occupation that relates to the accounting area. The school and business community work together to plan activities that will enable each student to apply the knowledge, attitudes and skills learned in the classroom to actual business situations and positions. This course must be a part of a Work-based Learning Program. The coordinator for this program must have the Supplemental Work-based Learning Endorsement. The Nebraska Department of Education recommendations for implementation of a high-quality work-based learning program are available for successful programming. These recommendations can be found on at <http://www.nebraskaworkplaceexperiences.com>.

## Program of Study Standards: Entrepreneurship

### Introduction to Business

#### Course Description

This course is designed to introduce students to the Business, Marketing, and Management Career Field, which focuses on organization, economics, management, marketing, financial management, and operations. Career opportunities and technology will also be used and discussed.

### BMM.HS.3.1

Analyze the organization of a business.

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|---------------------|--|
| <b>BMM.HS.3.1.a</b> | Explain the role of business in society.                 |
| <b>BMM.HS.3.1.b</b> | Explain types of business ownership.                     |
| <b>BMM.HS.3.1.c</b> | Describe types of businesses.                            |
| <b>BMM.HS.3.1.d</b> | Examine the opportunities and risks of entrepreneurship. |

### BMM.HS.3.2

Differentiate economic systems in order to recognize the environments in which businesses function.

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|---------------------|---|
| <b>BMM.HS.3.2.a</b> | Compare and contrast economic goods and services.                   |
| <b>BMM.HS.3.2.b</b> | Explain the concept of economic resources.                          |
| <b>BMM.HS.3.2.c</b> | Analyze economic indicators and how they affect the business cycle. |
| <b>BMM.HS.3.2.d</b> | Explain the principles of supply and demand and pricing.            |
| <b>BMM.HS.3.2.e</b> | Compare and contrast the basic features of economic systems.        |
| <b>BMM.HS.3.2.f</b> | Identify factors that impact a business' profit and risk.           |

### BMM.HS.3.3

Recognize management's role to understand its contribution to business success.

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| <b>BMM.HS.3.3.a</b> | Analyze the management functions within the business environment (e.g. planning, organizing, leading, controlling) |
| <b>BMM.HS.3.3.b</b> | Differentiate between leading and managing.  |
| <b>BMM.HS.3.3.c</b> | Understand the role and function of human resource management.   |
| <b>BMM.HS.3.3.d</b> | Evaluate how organizational culture impacts business.  |
| <b>BMM.HS.3.3.e</b> | Utilize information and technology tools to conduct business effectively and efficiently.                          |
| <b>BMM.HS.3.3.f</b> | Examine the role of ethics and social responsibility in decision making.   |

### BMM.HS.3.4

Discern marketing's role and function in business.

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|---------------------|--|
| <b>BMM.HS.3.4.a</b> | Explain marketing and its relevance in a global economy. |
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<b>BMM.HS.3.4.b</b>	Evaluate the elements of the marketing mix in relation to a product/service.
<b>BMM.HS.3.5</b>	
Demonstrate financial planning and decision making through the use of accounting principles in business.	
<b>BMM.HS.3.5.a</b>	Explain the concepts of accounting and financial records used by businesses.
<b>BMM.HS.3.5.b</b>	Explain the role of finance in business and its role in decision making.
<b>BMM.HS.3.6</b>	
Evaluate specialized operation areas of business and how technology affects those operations.	
<b>BMM.HS.3.6.a</b>	Explain forms of production and how businesses complete production planning.
<b>BMM.HS.3.6.b</b>	Evaluate the role of computer systems, applications, and securing threats to their systems and data.
<b>BMM.HS.3.7</b>	
Investigate careers in the areas of business, marketing and management.	
<b>BMM.HS.3.7.a</b>	Identify career and technical student organizations within a business career field.
<b>BMM.HS.3.7.b</b>	Explore career opportunities in business.

## Accounting 1

### Course Description

This one-semester course covers a service business organized as a sole proprietorship which will include accounting principles involved in the preparation and maintenance of financial records concerned with business management and operations. It is a comprehensive introduction to basic accounting including recording, summarizing and reporting, principles of income measurement and asset valuation, and accounting systems and controls. Students are exposed to careers in the accounting field and are given the opportunity to perform accounting applications using technology.

### BMM.HS.3.8

Demonstrate and explain the purpose of the steps of the accounting cycle.

#### ***BMM.HS.3.8.a***

Apply concepts of analyzing transactions and how they relate to the accounting equation.

#### ***BMM.HS.3.8.b***

Define accounting and related concepts to explain the purpose of the accounting system and its relationship to business.

#### ***BMM.HS.3.8.c***

Analyze business transactions using source document information and describe the effect on the accounting equation.

#### ***BMM.HS.3.8.d***

Define assets, liabilities, equity, revenue, and expenses.

#### ***BMM.HS.3.8.e***

Apply the concepts of debits and credits through the use of T-accounts, normal account balances, and the chart of accounts.

#### ***BMM.HS.3.8.f***

Explain the purpose of documenting transactions through journal and ledger entries.

#### ***BMM.HS.3.8.g***

Analyze and record transactions including adjusting, closing, and correcting entries.

#### ***BMM.HS.3.8.h***

Post to the ledger and compare the relationship between journals, ledgers, and financial statements.

#### ***BMM.HS.3.8.i***

Explain and prepare the purposes of each financial statement and describe the way they interact.

#### ***BMM.HS.3.8.j***

Understand and prepare various forms of a worksheet, income statement, and balance sheet.

### BMM.HS.3.9

Apply generally accepted accounting principles (GAAP) to determine the value of assets, liabilities, and equity.

#### ***BMM.HS.3.9.a***

Define cash and apply cash control procedures related to: bank reconciliation, petty cash, electronic funds transfer (EFT), credit/debit card transactions, traditional banking, and checking accounts.

#### ***BMM.HS.3.9.b***

Explain the purpose of the capital and drawing accounts for a sole proprietorship.

#### ***BMM.HS.3.9.c***

Apply appropriate techniques to account for investments and withdrawals by owners.

### BMM.HS.3.10

Prepare, interpret, and analyze financial statements for various types of businesses.

#### ***BMM.HS.3.10.a***

Evaluate the impact of data on business through the development of financial statements.

<b>BMM.HS.3.10.b</b>	Create financial statements utilizing various methods.
<b>BMM.HS.3.11</b>	
Investigate career opportunities, workplace skills, technology, and ethics related to the field of accounting.	
<b>BMM.HS.3.11.a</b>	Comprehend the skills and competencies needed to be successful in an accounting-related career.
<b>BMM.HS.3.11.b</b>	Research the educational requirements for various careers, professional designations, and certifications in an accounting-related career.
<b>BMM.HS.3.11.c</b>	Describe various careers and opportunities related to accounting.
<b>BMM.HS.3.11.d</b>	Utilize both verbal and nonverbal communication skills related to the workplace.
<b>BMM.HS.3.11.e</b>	Apply analytical, critical thinking, and leadership skills to the workplace.
<b>BMM.HS.3.11.f</b>	Demonstrate the ability to work in a team.
<b>BMM.HS.3.11.g</b>	Explain a need for a code of ethics in accounting and the ethical responsibilities required of accountants.
<b>BMM.HS.3.11.h</b>	Explain the role that accountants play in business and society.
<b>BMM.HS.3.11.i</b>	Demonstrate ethical decision-making skills, legal, and compliance issues conducted through business scenarios.
<b>BMM.HS.3.11.j</b>	Understand the use of information technology use in the accounting industry.

Marketing	
Course Description	
This course develops basic student understanding and skills in the functions of marketing, including channel management, marketing-information management, market planning, product/service management, project management, promotion, pricing, and selling. Emphasis is placed on marketing strategies, the selling process, the use of data in marketing decision-making, and career opportunities in marketing. Fundamental economic concepts are also integrated in the course.	
BMM.HS.3.12	
Develop an understanding of fundamental economic concepts to obtain a foundation for employment in business.	
<b>BMM.HS.3.12.a</b>	Distinguish between economic goods and services.
<b>BMM.HS.3.12.b</b>	Explain the concept of economic resources.
<b>BMM.HS.3.12.c</b>	Describe the concepts of economics and economic activities.
<b>BMM.HS.3.12.d</b>	Determine economic utilities created by business activities.
<b>BMM.HS.3.12.e</b>	Explain the principles of supply and demand.
<b>BMM.HS.3.12.f</b>	Describe the functions of prices in markets.
BMM.HS.3.13	
Explain the nature of business to show its contributions to society.	
<b>BMM.HS.3.13.a</b>	Explain the role of business in society.
<b>BMM.HS.3.13.b</b>	Describe types of business activities.
BMM.HS.3.14	
Differentiate economic systems to be able to recognize the environments in which businesses function.	
<b>BMM.HS.3.14.a</b>	Explain the types of economic systems.
<b>BMM.HS.3.14.b</b>	Identify the impact of small business/entrepreneurship on market economies.
<b>BMM.HS.3.14.c</b>	Explain the concept of private enterprise.
<b>BMM.HS.3.14.d</b>	Identify factors affecting a business's profit.
<b>BMM.HS.3.14.e</b>	Determine factors affecting business risk.
<b>BMM.HS.3.14.f</b>	Explain the concept of competition.
<b>BMM.HS.3.14.g</b>	Communicate the economic principles and concepts fundamental to business operations and the importance of marketing in a global economy.
BMM.HS.3.15	
Acquire foundational knowledge of marketing-information management to understand its nature and scope.	
<b>BMM.HS.3.15.a</b>	Describe the need for marketing data.
<b>BMM.HS.3.15.b</b>	Describe the role of project management in marketing as a necessary skill set for creating campaigns that get results without wasting resources based on managing data.
BMM.HS.3.16	
Demonstrate and understand marketing's role and function in business to facilitate economic exchanges with customers.	
<b>BMM.HS.3.16.a</b>	Explain marketing and its importance in a global economy.
<b>BMM.HS.3.16.b</b>	Describe marketing functions and related activities.
BMM.HS.3.17	



Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making.	
<b>BMM.HS.3.17.a</b>	Explain factors that influence customer/client/business buying behavior.
<b>BMM.HS.3.17.b</b>	Analyze customer's rational and emotional buying motives and decisions.
<b>BMM.HS.3.18</b>	
Identify marketing strategies	
<b>BMM.HS.3.18.a</b>	Analyze the elements of the marketing mix.
<b>BMM.HS.3.18.b</b>	Explain and describe the importance of each of the components of the marketing mix.
<b>BMM.HS.3.19</b>	
Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).	
<b>BMM.HS.3.19.a</b>	Explain the concept of market and market identification
<b>BMM.HS.3.19.b</b>	Explain the time value of money
<b>BMM.HS.3.19.c</b>	Estimate project costs and return on marketing investment (ROMI)
<b>BMM.HS.3.19.d</b>	Explain the financial implications of product cannibalization
<b>BMM.HS.3.19.e</b>	Identify strategies utilized in the elements of market segmentation.
<b>BMM.HS.3.20</b>	
Participate in career planning to enhance job-success potential.	
<b>BMM.HS.3.20.a</b>	Explore employment opportunities in marketing.
<b>BMM.HS.3.20.b</b>	Interview industry experts for specific technical knowledge and skills
<b>BMM.HS.3.20.c</b>	Identify personal interests, aptitudes, information, and skills necessary for informed career decision making.
<b>BMM.HS.3.20.d</b>	Research the scope of career opportunities available and the requirements for education, training, certification, and licensure
<b>BMM.HS.5.9.e</b>	Research and develop a career plan that reflects career interests, pathways, and postsecondary options.
<b>BMM.HS.3.21</b>	
Acquire a foundational knowledge of selling to understand its nature and scope.	
<b>BMM.HS.3.21.a</b>	Explain the nature and scope of the selling function.
<b>BMM.HS.3.21.b</b>	Explain the role of customer service as a component of selling relationships.

<b>Economics</b>	
Course Description	
Economics is a course designed to help students understand economic principles as applied to current events and issues. Emphasis includes allocation of resources, economic systems, economic institutions and incentives, markets and prices, market structures, productivity, role of government, global economic concepts, and economic indicators	
<b>BMM.HS.3.22</b>	
Apply economic reasoning skills to make informed decisions and become effective participants in the economy at all levels.	
<b>BMM.HS.3.22.a</b>	Examine data about current economic conditions and how these conditions can influence decisions.
<b>BMM.HS.3.22.b</b>	Analyze how incentives influence choices that may result in policies with a range of costs and benefits for different groups.
<b>BMM.HS.3.22.c</b>	Use marginal benefits and marginal cost to construct an argument for or against an approach or solution to an economic issue.
<b>BMM.HS.3.23</b>	
Recognize the role of markets in determining prices and allocating scarce goods and services.	
<b>BMM.HS.3.23.a</b>	Understand the role of competition, markets, and prices.
<b>BMM.HS.3.23.b</b>	Illustrate how markets determine changing equilibrium prices through supply and demand analysis.
<b>BMM.HS.3.23.c</b>	Hypothesize how competition between sellers could result in lower prices, higher quality products, and better customer service.
<b>BMM.HS.3.23.d</b>	Investigate possible causes and consequences of shortages and surpluses.
<b>BMM.HS.3.24</b>	
Describe the roles of various economic institutions such as clearly defined property rights in a market economy and the rule of law in a market economy.	
<b>BMM.HS.3.24.a</b>	Interpret the function of various economic institutions, including banking, labor unions, legal systems, corporations, non-profit, etc.
<b>BMM.HS.3.24.b</b>	List and describe the major economic indicators, including GDP, unemployment, inflation.
<b>BMM.HS.3.24.c</b>	Explain how banks and a sound monetary system are critical to a functioning economy.
<b>BMM.HS.3.24.d</b>	Describe the functions and role of the Federal Reserve System and its influence on monetary policy and interest rates.
<b>BMM.HS.3.24.e</b>	Access how property rights are defined, enforced, and limited by government. (eminent domain, zoning laws, copyright laws, patents, intellectual property)
<b>BMM.HS.3.25</b>	
Demonstrate personal and business financial management.	
<b>BMM.HS.3.25.a</b>	Demonstrate an understanding of checking accounts, loans, down payments, investing, insurance, taxes, and compound interest.
<b>BMM.HS.3.25.b</b>	Identify skills for future financial success.
<b>BMM.HS.3.25.c</b>	Identify tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources.

<b>BMM.HS.3.26</b>	
Analyze the roles and responsibilities of government from different economic perspectives.	
<b>BMM.HS.3.26.a</b>	Examine the government's influence on economic systems through fiscal policy.
<b>BMM.HS.3.26.b</b>	Analyze how the government can use taxing and spending policies to influence behavior.
<b>BMM.HS.3.26.c</b>	Access the impact of fiscal policy on budget deficits/surpluses and national debt.
<b>BMM.HS.3.26.d</b>	Compare different types of economic systems.
<b>BMM.HS.3.26.e</b>	Identify and evaluate the benefits and costs of alternative public policy, and access who enjoys the benefits and who bears the costs.
<b>BMM.HS.3.27</b>	
Evaluate the benefits and costs of international trade between individuals, organizations, and nations.	
<b>BMM.HS.3.27.a</b>	Calculate exchange rates relative to the prices of goods and services between countries.
<b>BMM.HS.3.27.b</b>	Explain how current globalization trends and policies affect economic growth, labor markets, rights of citizens, the environment, and resource and income distribution in different nations.
<b>BMM.HS.3.27.c</b>	Identify local goods and services that could be traded with people everywhere (services, agricultural, textiles, manufacturing)
<b>BMM.HS.3.27.d</b>	Analyze the role of comparative advantage in international trade of goods and services.

Entrepreneurship	
Course Description	
Entrepreneurship is a course with emphasis on the evaluation of the business skills and commitment necessary to successfully operate an entrepreneurial venture and review the challenges and rewards of entrepreneurship. The role of entrepreneurial businesses in the United States and the impact on the national and global economy will be explored. Work-based learning strategies could be included through the development of a business plan, operation of school-based enterprise, or actual creation of a student-run business.	
BMM.HS.3.28	
Explore the characteristics of an entrepreneur.	
<b>BMM.HS.3.28.a</b>	Analyze personal strengths, skills, and talents necessary to be an entrepreneur.
<b>BMM.HS.3.28.b</b>	Identify responsible behavior, attitude, and leadership ability.
<b>BMM.HS.3.28.c</b>	Demonstrate problem-solving skills.
<b>BMM.HS.3.28.d</b>	Exhibit personal goal setting
<b>BMM.HS.3.28.e</b>	Compare and contrast successful and non-successful entrepreneurs at a local, state national global level.
BMM.HS.3.29	
Evaluate business ownership as related to entrepreneurship.	
<b>BMM.HS.3.29.a</b>	Identify and compare advantages and disadvantages of various forms of business ownership.
<b>BMM.HS.3.29.b</b>	Explain the legal and ethical issues affecting businesses.
<b>BMM.HS.3.29.c</b>	Evaluate the history and development of successful and non-successful entrepreneurial ventures.
<b>BMM.HS.3.29.d</b>	Identify and evaluate the methods of entering an entrepreneurial venture.
<b>BMM.HS.3.29.e</b>	Analyze the risks of starting a new, buying an existing and becoming a franchise business.
BMM.HS.3.30	
Integrate the management, financial, marketing, and legal skills necessary to successfully operate and grow an entrepreneurial venture.	
<b>BMM.HS.3.30.a</b>	Assess the importance of the management functions of planning, controlling, organizing, staffing, and implementing.
<b>BMM.HS.3.30.b</b>	Develop vision, mission, goals, objectives, and policies for an entrepreneurial venture.
<b>BMM.HS.3.30.c</b>	Establish financial goals and objectives.
<b>BMM.HS.3.30.d</b>	Explain the financial resources used in making entrepreneurial business decisions.
<b>BMM.HS.3.30.e</b>	Evaluate the specific target market for the entrepreneurial venture.
<b>BMM.HS.3.30.f</b>	Relate the brand image to the entrepreneurial venture and product and/or service in a competitive market.
<b>BMM.HS.3.30.g</b>	Develop a marketing plan and strategies to position the product and/or service in the consumer market.
<b>BMM.HS.3.30.h</b>	Analyze the legal issues and government compliances affecting entrepreneurial ventures.

<b><i>BMM.HS.3.30.i</i></b>	Identify the legal documents and financial records for business operations.
<b><i>BMM.HS.3.30.j</i></b>	Incorporate emerging technologies for innovation and growth.
<b>BMM.HS.3.31</b>	
Develop the elements, design, and rationale of a business plan.	
<b><i>BMM.HS.3.31.a</i></b>	Investigate the importance of a business plan.
<b><i>BMM.HS.3.31.b</i></b>	Design the components of a business plan.
<b><i>BMM.HS.3.31.c</i></b>	Explain the business concept and company profile.
<b><i>BMM.HS.3.31.d</i></b>	Consider economic concepts when developing a business plan.
<b><i>BMM.HS.3.31.e</i></b>	Evaluate the venture idea utilizing the components of a business plan.
<b>BMM.HS.3.32</b>	
Investigate the role of entrepreneurship in the global economy.	
<b><i>BMM.HS.3.32.a</i></b>	Explore entrepreneurial venture opportunities in international trade.
<b><i>BMM.HS.3.32.b</i></b>	Analyze global issues and trends for entrepreneurial ventures.
<b><i>BMM.HS.3.32.c</i></b>	Determine the impact of cultural and social requirements on international trade.
<b>BMM.HS.3.33</b>	
Analyze entrepreneurial opportunities.	
<b><i>BMM.HS.3.33.a</i></b>	Research opportunities in entrepreneurship.
<b><i>BMM.HS.3.33.b</i></b>	Discuss advantages and disadvantages of entrepreneurship as a career choice.
<b><i>BMM.HS.3.33.c</i></b>	Analyze how entrepreneurial activities drive innovation within an organization.

## Program of Study Standards: Management

### Introduction to Business

#### Course Description

This course is designed to introduce students to the Business, Marketing, and Management Career Field, which focuses on organization, economics, management, marketing, financial management, and operations. Career opportunities and technology will also be used and discussed.

### BMM.HS.4.1

Analyze the organization of a business.

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| <b>BMM.HS.4.1.a</b> | Explain the role of business in society.                 |
| <b>BMM.HS.4.1.b</b> | Explain types of business ownership.                     |
| <b>BMM.HS.4.1.c</b> | Describe types of businesses.                            |
| <b>BMM.HS.4.1.d</b> | Examine the opportunities and risks of entrepreneurship. |

### BMM.HS.4.2

Differentiate economic systems in order to recognize the environments in which businesses function.

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| <b>BMM.HS.4.2.a</b> | Compare and contrast economic goods and services.                   |
| <b>BMM.HS.4.2.b</b> | Explain the concept of economic resources.                          |
| <b>BMM.HS.4.2.c</b> | Analyze economic indicators and how they affect the business cycle. |
| <b>BMM.HS.4.2.d</b> | Explain the principles of supply and demand and pricing.            |
| <b>BMM.HS.4.2.e</b> | Compare and contrast the basic features of economic systems.        |
| <b>BMM.HS.4.2.f</b> | Identify factors that impact a business' profit and risk.           |

### BMM.HS.4.3

Recognize management's role to understand its contribution to business success.

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| <b>BMM.HS.4.3.a</b> | Analyze the management functions within the business environment (e.g. planning, organizing, leading, controlling) |
| <b>BMM.HS.4.3.b</b> | Differentiate between leading and managing.  |
| <b>BMM.HS.4.3.c</b> | Understand the role and function of human resource management.   |
| <b>BMM.HS.4.3.d</b> | Evaluate how organizational culture impacts business.  |
| <b>BMM.HS.4.3.e</b> | Utilize information and technology tools to conduct business effectively and efficiently.                          |
| <b>BMM.HS.4.3.f</b> | Examine the role of ethics and social responsibility in decision making.   |

### BMM.HS.4.4

Discern marketing's role and function in business.

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| <b>BMM.HS.4.4.a</b> | Explain marketing and its relevance in a global economy. |
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<b>BMM.HS.4.4.b</b>	Evaluate the elements of the marketing mix in relation to a product/service.
<b>BMM.HS.4.5</b>	
Demonstrate financial planning and decision making through the use of accounting principles in business.	
<b>BMM.HS.4.5.a</b>	Explain the concepts of accounting and financial records used by businesses.
<b>BMM.HS.4.5.b</b>	Explain the role of finance in business and its role in decision making.
<b>BMM.HS.4.6</b>	
Evaluate specialized operation areas of business and how technology affects those operations.	
<b>BMM.HS.4.6.a</b>	Explain forms of production and how businesses complete production planning.
<b>BMM.HS.4.6.b</b>	Evaluate the role of computer systems, applications, and securing threats to their systems and data.
<b>BMM.HS.4.7</b>	
<b>Investigate careers in the areas of business, marketing and management.</b>	
<b>BMM.HS.4.7.a</b>	Identify career and technical student organizations within a business career field.
<b>BMM.HS.4.7.b</b>	Explore career opportunities in business.

Marketing Management	
Course Description	
Marketing Management furthers student understanding and skills in various marketing functions, including channel management, marketing-information management, market planning, pricing, product/service management, and promotion. Marketing plans, branding, the product life cycle, project management principles and professional and ethical standards in marketing are also emphasized in the course.	
BMM.HS.4.8	
Acquire foundational knowledge of channel management to understand its role in marketing.	
<b>BMM.HS.4.8.a</b>	Explain the nature and scope of channel management.
<b>BMM.HS.4.8.b</b>	Explain the nature of channels of distribution.
BMM.HS.4.9	
Acquire foundational knowledge of marketing-information management to understand its nature and scope.	
<b>BMM.HS.4.9.a</b>	Identify data monitored for marketing decision making.
<b>BMM.HS.4.9.b</b>	Explain the nature and scope of the marketing-information management function.
<b>BMM.HS.4.9.c</b>	Explain the nature of marketing research.
BMM.HS.4.10	
Identify responsibilities in marketing to demonstrate ethical/legal behavior.	
<b>BMM.HS.4.10.a</b>	Explain the need for professional and ethical standards in marketing.
BMM.HS.4.11	
Develop a foundational knowledge of pricing to understand its role.	
<b>BMM.HS.4.11.a</b>	Explain the nature and scope of the pricing function.
<b>BMM.HS.4.11.b</b>	Explain factors affecting pricing decisions.
BMM.HS.4.12	
Acquire a foundational knowledge of product/service management to understand its nature and scope.	
<b>BMM.HS.4.12.a</b>	Explain the nature and scope of the product/service management function.
<b>BMM.HS.4.12.b</b>	Identify the impact of product life cycles on marketing decisions.
BMM.HS.4.13	
Employ product-mix strategies to meet customer expectations.	
<b>BMM.HS.4.13.a</b>	Explain the concept of product mix.
<b>BMM.HS.4.13.b</b>	Describe the nature of product bundling.
BMM.HS.4.14	
Position company to acquire desired business image.	
<b>BMM.HS.4.14.a</b>	Explain the nature of corporate branding.
<b>BMM.HS.4.14.b</b>	Describe factors used by businesses to position corporate brands.
BMM.HS.4.15	



Position products/services to acquire desired business image.	
<b>BMM.HS.4.15.a</b>	Describe factors used by marketers to position products/services.
<b>BMM.HS.4.15.b</b>	Explain the nature of product/service branding.
<b>BMM.HS.4.15.c</b>	Describe the role of the customer voice in branding.
<b>BMM.HS.4.16</b>	
Acquire a foundational knowledge of promotion to understand its nature and scope.	
<b>BMM.HS.4.16.a</b>	Explain the role of promotion as a marketing function.
<b>BMM.HS.4.16.b</b>	Explain the types of promotion (i.e., institutional, product).
<b>BMM.HS.4.16.c</b>	Identify the elements of the promotional mix.
<b>BMM.HS.4.17</b>	
Demonstrate an understanding of promotional channels used to communicate with targeted audiences.	
<b>BMM.HS.4.17.a</b>	Explain types of advertising media.
<b>BMM.HS.4.17.b</b>	Explain different types of social media marketing.
<b>BMM.HS.4.17.c</b>	Investigate the impact of social media on promoting business.
<b>BMM.HS.4.18</b>	
Create a promotional campaign that includes a budget and utilizes different forms of media for a product or service	
BMM.HS.4.18.a	Demonstrate effective communication skills by delivering a presentation on the promotional campaign.

Entrepreneurship	
Course Description	
Entrepreneurship is a course with emphasis on the evaluation of the business skills and commitment necessary to successfully operate an entrepreneurial venture and review the challenges and rewards of entrepreneurship. The role of entrepreneurial businesses in the United States and the impact on the national and global economy will be explored. Work-based learning strategies could be included through the development of a business plan, operation of school-based enterprise, or actual creation of a student-run business.	
BMM.HS.4.19	
Explore the characteristics of an entrepreneur.	
<b>BMM.HS.4.19.a</b>	Analyze personal strengths, skills, and talents necessary to be an entrepreneur.
<b>BMM.HS.4.19.b</b>	Identify responsible behavior, attitude, and leadership ability.
<b>BMM.HS.4.19.c</b>	Demonstrate problem-solving skills.
<b>BMM.HS.4.19.d</b>	Exhibit personal goal setting
<b>BMM.HS.4.19.e</b>	Compare and contrast successful and non-successful entrepreneurs at a local, state national global level.
BMM.HS.4.20	
Evaluate business ownership as related to entrepreneurship.	
<b>BMM.HS.4.20.a</b>	Identify and compare advantages and disadvantages of various forms of business ownership.
<b>BMM.HS.4.20.b</b>	Explain the legal and ethical issues affecting businesses.
<b>BMM.HS.4.20.c</b>	Evaluate the history and development of successful and non-successful entrepreneurial ventures.
<b>BMM.HS.4.20.d</b>	Identify and evaluate the methods of entering an entrepreneurial venture.
<b>BMM.HS.4.20.e</b>	Analyze the risks of starting a new, buying an existing and becoming a franchise business.
BMM.HS.4.21	
Integrate the management, financial, marketing, and legal skills necessary to successfully operate and grow an entrepreneurial venture.	
<b>BMM.HS.4.21.a</b>	Assess the importance of the management functions of planning, controlling, organizing, staffing, and implementing.
<b>BMM.HS.4.21.b</b>	Develop vision, mission, goals, objectives, and policies for an entrepreneurial venture.
<b>BMM.HS.4.21.c</b>	Establish financial goals and objectives.
<b>BMM.HS.4.21.d</b>	Explain the financial resources used in making entrepreneurial business decisions.
<b>BMM.HS.4.21.e</b>	Evaluate the specific target market for the entrepreneurial venture.
<b>BMM.HS.4.21.f</b>	Relate the brand image to the entrepreneurial venture and product and/or service in a competitive market.
<b>BMM.HS.4.21.g</b>	Develop a marketing plan and strategies to position the product and/or service in the consumer market.
<b>BMM.HS.4.21.h</b>	Analyze the legal issues and government compliances affecting entrepreneurial ventures.

<b>BMM.HS.4.21.i</b>	Identify the legal documents and financial records for business operations.
<b>BMM.HS.4.21.j</b>	Incorporate emerging technologies for innovation and growth.
<b>BMM.HS.4.22</b>	
Develop the elements, design, and rationale of a business plan.	
<b>BMM.HS.4.22.a</b>	Investigate the importance of a business plan.
<b>BMM.HS.4.22.b</b>	Design the components of a business plan.
<b>BMM.HS.4.22.c</b>	Explain the business concept and company profile.
<b>BMM.HS.4.22.d</b>	Consider economic concepts when developing a business plan.
<b>BMM.HS.4.22.e</b>	Evaluate the venture idea utilizing the components of a business plan.
<b>BMM.HS.4.23</b>	
Investigate the role of entrepreneurship in the global economy.	
<b>BMM.HS.4.23.a</b>	Explore entrepreneurial venture opportunities in international trade.
<b>BMM.HS.4.23.b</b>	Analyze global issues and trends for entrepreneurial ventures.
<b>BMM.HS.4.23.c</b>	Determine the impact of cultural and social requirements on international trade.
<b>BMM.HS.4.24</b>	
Analyze entrepreneurial opportunities.	
<b>BMM.HS.4.24.a</b>	Research opportunities in entrepreneurship.
<b>BMM.HS.4.24.b</b>	Discuss advantages and disadvantages of entrepreneurship as a career choice.
<b>BMM.HS.4.24.c</b>	Analyze how entrepreneurial activities drive innovation within an organization.

Business Law	
Course Description	
In this course, students develop an understanding of laws and regulations that impact business. Topics included are contracts, environmental, and employment law. Students also acquire knowledge of business torts, sources of law, and the United States judicial system and legal procedures.	
BMM.HS.4.25	
Analyze the relationship between ethics and the law and describe sources of the law, structure of the court system, and classifications of laws.	
<b>BMM.HS.4.25.a</b>	Describe the structure of federal and state court systems.
<b>BMM.HS.4.25.b</b>	Differentiate between procedural and substantive law.
<b>BMM.HS.4.25.c</b>	Compare and contrast civil and criminal law and their respective trial processes.
<b>BMM.HS.4.25.d</b>	Explain the advantages and disadvantages of negotiation, arbitration, mediation, and litigation.
<b>BMM.HS.4.25.e</b>	Explain the difference between a tort and a crime and describe the remedies available in tort law.
<b>BMM.HS.4.25.f</b>	Analyze the relationship between ethics and the law.
BMM.HS.4.26	
Identify the legal environment of businesses, domestic and international.	
<b>BMM.HS.4.26.a</b>	Describe the major types of business organizations, including sole proprietorships, partnerships, corporations, and limited liability companies.
<b>BMM.HS.4.26.b</b>	Identify legislation and entities that regulate employment rights, working conditions and benefits, and equal opportunity in the workplace.
<b>BMM.HS.4.26.c</b>	Analyze the role of agency law and relationships and explain the duties that agents and principals owe each other.
BMM.HS.4.27	
Analyze the elements, concepts and principles of contract law.	
<b>BMM.HS.4.27.a</b>	Explain the contractual relationship and identify the elements of a legally binding contract. (offer, acceptance, mutual assent, consideration, capacity).
<b>BMM.HS.4.27.b</b>	Identify the classifications of contracts (valid, void, voidable, unenforceable, express, implied, bilateral, unilateral, oral, and written).
<b>BMM.HS.4.27.c</b>	Describe breach of contract and remedies available.
<b>BMM.HS.4.27.d</b>	Identify types of contracts that must be in writing under the statute of frauds.
<b>BMM.HS.4.27.e</b>	List the ways a contract can be discharged or terminated.
BMM.HS.4.28	
Analyze the protections afforded consumers through consumer laws.	
<b>BMM.HS.4.28.a</b>	Describe consumer protection and product liability laws and warranties.
<b>BMM.HS.4.28.b</b>	Define common, unfair, and deceptive practices.

<b><i>BMM.HS.4.28.c</i></b>	Identify and state the purpose of legislation that regulates consumer credit.
<b><i>BMM.HS.4.28.d</i></b>	Explain the legal rules that apply to personal property, real property, and intellectual property.

Management and Leadership	
Course Description	
This course emphasizes the basic concepts of management and leadership within a business or organization. It addresses characteristics, organization, and operation of business as major sectors of the economy. Students will investigate management issues involved in planning, organizing, leading, and controlling an organization. They will also acquire essential leadership skills in the areas of emotional intelligence: time management, stress management, professional growth and development, communication, and relationship skills.	
BMM.HS.4.29	
Recognize the importance of business management and the role of managers as it relates to the success of business.	
<b>BMM.HS.4.29.a</b>	Define management and the manager's role..
<b>BMM.HS.4.29.b</b>	Assess the relationship and evolution of management theories.
<b>BMM.HS.4.29.c</b>	Analyze management theories and their application within a business environment.
<b>BMM.HS.4.29.d</b>	Identify the variations of business ownership.
<b>BMM.HS.4.29.e</b>	Analyze the organizational structure of a business.
<b>BMM.HS.4.29.f</b>	Explain the relationship between and among management levels.
<b>BMM.HS.4.29.g</b>	Explore opportunities in the management field.
BMM.HS.4.30	
Analyze management functions and their implementation and integration within the business environment.	
<b>BMM.HS.4.30.a</b>	Define planning and explain why management plans.
<b>BMM.HS.4.30.b</b>	Describe the decision-making process.
<b>BMM.HS.4.30.c</b>	Explain the role of organizing as a management function.
<b>BMM.HS.4.30.d</b>	Explain how management identifies and uses various resources in the organizing process to accomplish a goal.
<b>BMM.HS.4.30.e</b>	Explain the function of implementation as it relates to effective management.
<b>BMM.HS.4.30.f</b>	Determine management's role planning, issues and activities implementing change within a group or organization.
<b>BMM.HS.4.30.g</b>	Describe the evaluation process as an effective management tool.
<b>BMM.HS.4.30.h</b>	Discuss the importance of the controlling function in the business environment.
<b>BMM.HS.4.30.i</b>	Determine alternative actions when goals are not being met.
BMM.HS.4.31	
Describe human resource functions and their importance to an organization's successful operation.	
<b>BMM.HS.4.31.a</b>	Summarize human resource management and their importance to an organization's success.
<b>BMM.HS.4.31.b</b>	Analyze the role of ethics in human resource management.
<b>BMM.HS.4.31.c</b>	Explain the hiring process.
<b>BMM.HS.4.31.d</b>	Identify the impact of orientation, training, and performance appraisals on employees and the organization.
<b>BMM.HS.4.31.e</b>	Identify legal issues related to human resources (Legal HR).
<b>BMM.HS.4.31.f</b>	Examine compensation, promotion, benefits, and incentives of employee.

<b>BMM.HS.4.31.g</b>	Discuss the legal implications and processes relating to separation, termination, and transition.
<b>BMM.HS.4.31.h</b>	Evaluate alternative options to employment (outsourcing, freelancers, contract labor).
<b>BMM.HS.4.32</b>	
Analyze financial data influenced by internal and external factors in order to make short and long term decisions.	
<b>BMM.HS.4.32.a</b>	Interpret the data shown on financial statements (e.g., income statement, balance sheet, cash flow statement, statement of net worth).
<b>BMM.HS.4.32.b</b>	Identify sources of financing.
<b>BMM.HS.4.32.c</b>	Explain ways to minimize and manage risk.
<b>BMM.HS.4.33</b>	
Investigate the strategic role of a manager and the contributions made to the success of a business.	
<b>BMM.HS.4.33.a</b>	Describe the process and systems implemented to monitor, plan, and control the daily operational activities.
<b>BMM.HS.4.33.b</b>	Identify internal/external factors that influence management decisions.
<b>BMM.HS.4.33.c</b>	Explain the strategic planning process within an organization.
<b>BMM.HS.4.33.d</b>	Evaluate inventory and quality control methods in various industries.
<b>BMM.HS.4.33.e</b>	Understand the role and function of innovation management.
<b>BMM.HS.4.34</b>	
Develop personal management skills (emotional intelligence) to function effectively and efficiently in a business environment.	
<b>BMM.HS.4.34.a</b>	Demonstrate the importance of time management.
<b>BMM.HS.4.34.b</b>	Analyze how managers at various levels manage their time differently.
<b>BMM.HS.4.34.c</b>	Identify how stress management techniques affect the efficiency of business operations.
<b>BMM.HS.4.34.d</b>	Identify stress triggers determine appropriate reaction in the work environment.
<b>BMM.HS.4.34.e</b>	Recognize the need for professional growth and development and research opportunities.
<b>BMM.HS.4.34.f</b>	Identify and demonstrate effective communication skills (e.g., reading, listening, writing, technology, verbal, nonverbal).
<b>BMM.HS.4.34.g</b>	Identify ethical considerations resulting from various situations (e.g., technological advances, employer/employee relationships, consumer relations).
<b>BMM.HS.4.34.h</b>	Examine internal and external business interactions and networking to build positive relationships.
<b>BMM.HS.4.35</b>	
Employ leadership skills to achieve workplace objectives.	
<b>BMM.HS.4.35.a</b>	Explain the concept of leadership.
<b>BMM.HS.4.35.b</b>	Identify and discuss characteristics of effective and ineffective leaders.
<b>BMM.HS.4.35.c</b>	Differentiate between leading and managing.
<b>BMM.HS.4.35.d</b>	Differentiate between power, authority, and leadership.
<b>BMM.HS.4.35.e</b>	Identify various leadership styles.

<b><i>BMM.HS.4.35.f</i></b>	Determine personal leadership style and the appropriate style for varying situations.
<b><i>BMM.HS.4.35.g</i></b>	Identify ways in which a leader demonstrates social responsibility and ethics (e.g., initiative, honesty, integrity, cultural sensitivity, empathy).
<b><i>BMM.HS.4.35.h</i></b>	Describe the effects of group dynamics when decision making and consensus building.
<b><i>BMM.HS.4.35.i</i></b>	Demonstrate conflict resolution and negotiation skills.
<b><i>BMM.HS.4.35.j</i></b>	Examine team building techniques to accomplish goals (e.g., consensus building, negotiation, motivation to encourage teamwork).



## Program of Study Standards: Finance

### Introduction to Business

#### Course Description

This course is designed to introduce students to the Business, Marketing, and Management Career Field, which focuses on organization, economics, management, marketing, financial management, and operations. Career opportunities and technology will also be used and discussed.

### BMM.HS.5.1

Analyze the organization of a business.

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|---------------------|--|
| <b>BMM.HS.5.1.a</b> | Explain the role of business in society.                 |
| <b>BMM.HS.5.1.b</b> | Explain types of business ownership.                     |
| <b>BMM.HS.5.1.c</b> | Describe types of businesses.                            |
| <b>BMM.HS.5.1.d</b> | Examine the opportunities and risks of entrepreneurship. |

### BMM.HS.5.2

Differentiate economic systems in order to recognize the environments in which businesses function.

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|---------------------|---|
| <b>BMM.HS.5.2.a</b> | Compare and contrast economic goods and services.                   |
| <b>BMM.HS.5.2.b</b> | Explain the concept of economic resources.                          |
| <b>BMM.HS.5.2.c</b> | Analyze economic indicators and how they affect the business cycle. |
| <b>BMM.HS.5.2.d</b> | Explain the principles of supply and demand and pricing.            |
| <b>BMM.HS.5.2.e</b> | Compare and contrast the basic features of economic systems.        |
| <b>BMM.HS.5.2.f</b> | Identify factors that impact a business' profit and risk.           |

### BMM.HS.5.3

Recognize management's role to understand its contribution to business success.

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| <b>BMM.HS.5.3.a</b> | Analyze the management functions within the business environment (e.g. planning, organizing, leading, controlling) |
| <b>BMM.HS.5.3.b</b> | Differentiate between leading and managing.  |
| <b>BMM.HS.5.3.c</b> | Understand the role and function of human resource management.   |
| <b>BMM.HS.5.3.d</b> | Evaluate how organizational culture impacts business.  |
| <b>BMM.HS.5.3.e</b> | Utilize information and technology tools to conduct business effectively and efficiently.                          |
| <b>BMM.HS.5.3.f</b> | Examine the role of ethics and social responsibility in decision making.   |

### BMM.HS.5.4

Discern marketing's role and function in business.

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|---------------------|--|
| <b>BMM.HS.5.4.a</b> | Explain marketing and its relevance in a global economy. |
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<b>BMM.HS.5.4.b</b>	Evaluate the elements of the marketing mix in relation to a product/service.
<b>BMM.HS.5.5</b>	
Demonstrate financial planning and decision making through the use of accounting principles in business.	
<b>BMM.HS.5.5.a</b>	Explain the concepts of accounting and financial records used by businesses.
<b>BMM.HS.5.5.b</b>	Explain the role of finance in business and its role in decision making.
<b>BMM.HS.5.6</b>	
Evaluate specialized operation areas of business and how technology affects those operations.	
<b>BMM.HS.5.6.a</b>	Explain forms of production and how businesses complete production planning.
<b>BMM.HS.5.6.b</b>	Evaluate the role of computer systems, applications, and securing threats to their systems and data.
<b>BMM.HS.5.7</b>	
<b>Investigate careers in the areas of business, marketing and management.</b>	
<b>BMM.HS.5.7.a</b>	Identify career and technical student organizations within a business career field.
<b>BMM.HS.5.7.b</b>	Explore career opportunities in business.

Personal Finance	
Course Description	
The goal of Personal Finance is to help students to become financially responsible, conscientious members of society. To reach that end, this course develops student understanding and skills in such areas as income, money management, budgeting, financial goal attainment, the wise use of credit, insurance, and investments.	
BMM.HS.5.8	
Evaluate savings and investment strategies to achieve financial goals.	
<b>BMM.HS.5.8.a</b>	Compare and contrast saving and investing
<b>BMM.HS.5.8.b</b>	Set financial goals including the development of a personal budget.
<b>BMM.HS.5.8.c</b>	Describe why and how people save.
<b>BMM.HS.5.8.d</b>	Analyze the power of compounding through the time value of money and the importance of starting early in implementing a plan of saving.
<b>BMM.HS.5.8.e</b>	Compare rates of return and risks between savings and investment instruments.
<b>BMM.HS.5.8.f</b>	Correlate salary potential to the education requirements of different careers by identifying strategies to reduce student loan debt.
BMM.HS.5.9	
Develop and evaluate a plan to manage money to achieve personal goals.	
<b>BMM.HS.5.9.a</b>	Identify various forms of income and analyze factors that affect income as part of the career decision-making process.
<b>BMM.HS.5.9.b</b>	Identify various ways people earn a living by using the career clusters to explore opportunities.
<b>BMM.HS.5.9.c</b>	Interpret a pay stub to calculate gross and net pay while identifying benefits.
<b>BMM.HS.5.9.d</b>	Describe the impact of taxes on personal financial planning
<b>BMM.HS.5.9.e</b>	Compare and prepare personal income tax forms (e.g., W-4, W-2, 1040EZ, 1040).
<b>BMM.HS.5.9.f</b>	Investigate opportunities to defer income taxes based upon participation in employer-sponsored retirement plans (e.g., IRA, 401K, Roth IRA).
<b>BMM.HS.5.9.g</b>	Develop and evaluate a personal budget and analyze the cycle of net worth.
BMM.HS.5.10	
Compare and evaluate financial institutions and the services provided.	
<b>BMM.HS.5.10.a</b>	Distinguish between the various types of financial institutions and the basic services provided.
<b>BMM.HS.5.10.b</b>	Explain forms of financial exchange (cash, credit, debit, electronic funds transfer, and other emerging payment forms etc.)
<b>BMM.HS.5.10.c</b>	Identify the structure and functions of the Federal Reserve System and how it facilitates the functions of money.
<b>BMM.HS.5.10.d</b>	Compare and contrast checking and savings accounts and the forms of financial exchange.
<b>BMM.HS.5.10.e</b>	Recognize the cost of interest rates and fees associated with financial services.
<b>BMM.HS.5.10.f</b>	Explain legal responsibilities associated with financial exchanges
BMM.HS.5.11	
Compare and contrast strategies used to establish, build, maintain, monitor, and control credit.	
<b>BMM.HS.5.11.a</b>	Identify the C's of creditworthiness (e.g., collateral, character, capacity, conditions).
<b>BMM.HS.5.11.b</b>	Identify advantages and disadvantages of using credit (e.g., credit cards, auto loans, college loans).
<b>BMM.HS.5.11.c</b>	Explain sources of financing and how credit grace periods, methods of interest calculations, and fees affect borrowing costs.

<b>BMM.HS.5.11.d</b>	Understand the rights and responsibilities of consumers according to credit legislation (e.g., truth-in-lending, fair credit reporting, equal credit opportunity, fair debt collection)
<b>BMM.HS.5.11.e</b>	Explain the importance of credit ratings and credit scores and the effect on a credit report and the cost of credit.
<b>BMM.HS.5.11.f</b>	Identify methods to resolve credit discrepancies and prevent identity theft.
<b>BMM.HS.5.12</b>	
Apply decision-making skills and models to maximize consumer satisfaction when buying goods and services.	
<b>BMM.HS.5.12.a</b>	Use reliable consumer resources to collect information for making buying decisions about durable and nondurable goods.
<b>BMM.HS.5.12.b</b>	Recognize the laws that are available to protect the rights of the consumer.
<b>BMM.HS.5.12.c</b>	Apply comparison shopping skills to purchasing decisions.
<b>BMM.HS.5.12.d</b>	Compare the advantages and disadvantages of buying versus leasing (a., vehicle, tools, furniture, and housing).
<b>BMM.HS.5.13</b>	
Explore the protection and management of assets.	
<b>BMM.HS.5.13.a</b>	Define insurance terminology.
<b>BMM.HS.5.13.b</b>	Identify risk management strategies (e.g., retention, avoidance, reduction, transfer).
<b>BMM.HS.5.13.c</b>	Identify the various ways to reduce the cost of insurance.
<b>BMM.HS.5.13.d</b>	Identify the type of insurance associated with different types of risk (e.g., automobile, personal and professional liability, property, health, life, long-term care, disability).
<b>BMM.HS.5.13.e</b>	Calculate recommended insurance premiums for various risks and different income levels.
<b>BMM.HS.5.13.f</b>	Discuss the nature of retirement planning
<b>BMM.HS.5.13.g</b>	Explain the nature of estate planning

Wealth Building Fundamentals	
Course Description	
This course is designed to provide knowledge of personal financial management. Students learn to manage their resources to make sound personal financial decisions, interpret data to develop short- and long-term budgetary plans, and develop product knowledge related to financial planning. Students will develop a financial plan that includes savings, investing, credit management, risk management, and retirement. This course may be available for articulated or dual credit at a postsecondary institution.	
BMM.HS.5.14	
Develop the fundamental aspects of financial and personal attributes that contribute to a successful career.	
<b>BMM.HS.5.14.a</b>	Identify various forms of income.
<b>BMM.HS.5.14.b</b>	Analyze factors that affect income as part of the career decision-making process.
BMM.HS.5.15	
Evaluate strategies used to maintain, monitor, control, and plan the use of financial resources.	
<b>BMM.HS.5.15.a</b>	Analyze financial needs and goals to determine financial requirements.
<b>BMM.HS.5.15.b</b>	Apply concepts of financial management to achieve personal goals.
BMM.HS.5.16	
Develop an understanding of strategies used to establish, build, maintain, monitor, and control credit.	
<b>BMM.HS.5.16.a</b>	Analyze factors that affect choice and cost of credit.
<b>BMM.HS.5.16.b</b>	Identify strategies to establish and maintain a good credit rating for effective credit management.
<b>BMM.HS.5.16.c</b>	Summarize the loan application process and how it is used to determine the creditworthiness of the applicant.
<b>BMM.HS.5.16.d</b>	Investigate credit laws and regulations.
BMM.HS.5.17	
Assess savings and investment strategies to achieve financial goals.	
<b>BMM.HS.5.17.a</b>	Distinguish between income and wealth.
<b>BMM.HS.5.17.b</b>	Evaluate the need for saving and investing to ensure financial well-being and wealth building.
<b>BMM.HS.5.17.c</b>	Evaluate saving and investment options and criteria.
BMM.HS.5.18	
Explain the economic advantages and disadvantages of real estate as an investment tool.	
<b>BMM.HS.5.18.a</b>	Identify the advantages and disadvantages of buying versus renting a home.
<b>BMM.HS.5.18.b</b>	Identify the risks and rewards of investing in income-producing real estate (e.g., residential, agricultural, commercial).
BMM.HS.5.19	

Differentiate between perils and risks in life and how to protect against the consequences of risk.	
<b>BMM.HS.5.19.a</b>	Identify common types of risks and basic risk management strategies.
<b>BMM.HS.5.19.b</b>	Evaluate insurance as a risk management strategy.
<b>BMM.HS.5.20</b>	
Apply appropriate technology solutions to interpret, analyze and relate emerging trends through areas of business.	
<b>BMM.HS.5.20.a</b>	Apply technology or software tools as it relates to financial activities.
<b>BMM.HS.5.20.b</b>	Understand the use of information technology in business and industry.
<b>BMM.HS.5.20.c</b>	Analyze financial data to make decisions.

## Accounting 1

### Course Description

This one-semester course covers a service business organized as a sole proprietorship which will include accounting principles involved in the preparation and maintenance of financial records concerned with business management and operations. It is a comprehensive introduction to basic accounting including recording, summarizing and reporting, principles of income measurement and asset valuation, and accounting systems and controls. Students are exposed to careers in the accounting field and are given the opportunity to perform accounting applications using technology.

### BMM.HS.5.21

Demonstrate and explain the purpose of the steps of the accounting cycle.

#### ***BMM.HS.5.21.a***

Apply concepts of analyzing transactions and how they relate to the accounting equation.

#### ***BMM.HS.5.21.b***

Define accounting and related concepts to explain the purpose of the accounting system and its relationship to business.

#### ***BMM.HS.5.21.c***

Analyze business transactions using source document information and describe the effect on the accounting equation.

#### ***BMM.HS.5.21.d***

Define assets, liabilities, equity, revenue, and expenses.

#### ***BMM.HS.5.21.e***

Apply the concepts of debits and credits through the use of T-accounts, normal account balances, and the chart of accounts.

#### ***BMM.HS.5.21.f***

Explain the purpose of documenting transactions through journal and ledger entries.

#### ***BMM.HS.5.21.g***

Analyze and record transactions including adjusting, closing, and correcting entries.

#### ***BMM.HS.5.21.h***

Post to the ledger and compare the relationship between journals, ledgers, and financial statements.

#### ***BMM.HS.5.21.i***

Explain and prepare the purposes of each financial statement and describe the way they interact.

#### ***BMM.HS.5.21.j***

Understand and prepare various forms of a worksheet, income statement, and balance sheet.

### BMM.HS.5.22

Apply generally accepted accounting principles (GAAP) to determine the value of assets, liabilities, and equity.

#### ***BMM.HS.5.22.a***

Define cash and apply cash control procedures related to: bank reconciliation, petty cash, electronic funds transfer (EFT), credit/debit card transactions, traditional banking, and checking accounts.

#### ***BMM.HS.5.22.b***

Explain the purpose of the capital and drawing accounts for a sole proprietorship.

#### ***BMM.HS.5.22.c***

Apply appropriate techniques to account for investments and withdrawals by owners.

### BMM.HS.5.23

Prepare, interpret, and analyze financial statements for various types of businesses.

#### ***BMM.HS.5.23.a***

Evaluate the impact of data on business through the development of financial statements.

<b>BMM.HS.5.23.b</b>	Create financial statements utilizing various methods.
<b>BMM.HS.5.24</b>	
Investigate career opportunities, workplace skills, technology, and ethics related to the field of accounting.	
<b>BMM.HS.5.24.a</b>	Comprehend the skills and competencies needed to be successful in an accounting-related career.
<b>BMM.HS.5.24.b</b>	Research the educational requirements for various careers, professional designations, and certifications in an accounting-related career.
<b>BMM.HS.5.24.c</b>	Describe various careers and opportunities related to accounting.
<b>BMM.HS.5.24.d</b>	Utilize both verbal and nonverbal communication skills related to the workplace.
<b>BMM.HS.5.24.e</b>	Apply analytical, critical thinking, and leadership skills to the workplace.
<b>BMM.HS.5.24.f</b>	Demonstrate the ability to work in a team.
<b>BMM.HS.5.24.g</b>	Explain a need for a code of ethics in accounting and the ethical responsibilities required of accountants.
<b>BMM.HS.5.24.h</b>	Explain the role that accountants play in business and society.
<b>BMM.HS.5.24.i</b>	Demonstrate ethical decision-making skills, legal, and compliance issues conducted through business scenarios.
<b>BMM.HS.5.24.j</b>	Understand the use of information technology use in the accounting industry.



<b>Economics</b>	
Course Description	
Economics is a course designed to help students understand economic principles as applied to current events and issues. Emphasis includes allocation of resources, economic systems, economic institutions and incentives, markets and prices, market structures, productivity, role of government, global economic concepts, and economic indicators	
<b>BMM.HS.5.25</b>	
Apply economic reasoning skills to make informed decisions and become effective participants in the economy at all levels.	
<b>BMM.HS.5.25.a</b>	Examine data about current economic conditions and how these conditions can influence decisions.
<b>BMM.HS.5.25.b</b>	Analyze how incentives influence choices that may result in policies with a range of costs and benefits for different groups.
<b>BMM.HS.5.25.c</b>	Use marginal benefits and marginal cost to construct an argument for or against an approach or solution to an economic issue.
<b>BMM.HS.5.26</b>	
Recognize the role of markets in determining prices and allocating scarce goods and services.	
<b>BMM.HS.5.26.a</b>	Understand the role of competition, markets, and prices.
<b>BMM.HS.5.26.b</b>	Illustrate how markets determine changing equilibrium prices through supply and demand analysis.
<b>BMM.HS.5.26.c</b>	Hypothesize how competition between sellers could result in lower prices, higher quality products, and better customer service.
<b>BMM.HS.5.26.d</b>	Investigate possible causes and consequences of shortages and surpluses.
<b>BMM.HS.5.27</b>	
Describe the roles of various economic institutions such as clearly defined property rights in a market economy and the rule of law in a market economy.	
<b>BMM.HS.5.27.a</b>	Interpret the function of various economic institutions, including banking, labor unions, legal systems, corporations, non-profit, etc.
<b>BMM.HS.5.27.b</b>	List and describe the major economic indicators, including GDP, unemployment, inflation.
<b>BMM.HS.5.27.c</b>	Explain how banks and a sound monetary system are critical to a functioning economy.
<b>BMM.HS.5.27.d</b>	Describe the functions and role of the Federal Reserve System and its influence on monetary policy and interest rates.
<b>BMM.HS.5.27.e</b>	Access how property rights are defined, enforced, and limited by government. (eminent domain, zoning laws, copyright laws, patents, intellectual property)
<b>BMM.HS.5.28</b>	
Demonstrate personal and business financial management.	
<b>BMM.HS.5.28.a</b>	Demonstrate an understanding of checking accounts, loans, down payments, investing, insurance, taxes, and compound interest.

<b>BMM.HS.5.28.b</b>	Identify skills for future financial success.
<b>BMM.HS.5.28.c</b>	Identify tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources.
<b>BMM.HS.5.29</b>	
Analyze the roles and responsibilities of government from different economic perspectives.	
<b>BMM.HS.5.29.a</b>	Examine the government's influence on economic systems through fiscal policy.
<b>BMM.HS.5.29.b</b>	Analyze how the government can use taxing and spending policies to influence behavior.
<b>BMM.HS.5.29.c</b>	Assess the impact of fiscal policy on budget deficits/surpluses and national debt.
<b>BMM.HS.5.29.d</b>	Compare different types of economic systems.
<b>BMM.HS.5.29.e</b>	Identify and evaluate the benefits and costs of alternative public policy, and assess who enjoys the benefits and who bears the costs.
<b>BMM.HS.5.30</b>	
Evaluate the benefits and costs of international trade between individuals, organizations, and nations.	
<b>BMM.HS.5.30.a</b>	Calculate exchange rates relative to the prices of goods and services between countries.
<b>BMM.HS.5.30.b</b>	Explain how current globalization trends and policies affect economic growth, labor markets, rights of citizens, the environment, and resource and income distribution in different nations.
<b>BMM.HS.5.30.c</b>	Identify local goods and services that could be traded with people everywhere (services, agricultural, textiles, manufacturing)
<b>BMM.HS.5.30.d</b>	Analyze the role of comparative advantage in international trade of goods and services.

## Program of Study Standards: Marketing

### Marketing

#### Course Description

This course develops basic student understanding and skills in the functions of marketing, including channel management, marketing-information management, market planning, product/service management, project management, promotion, pricing, and selling. Emphasis is placed on marketing strategies, the selling process, the use of data in marketing decision-making, and career opportunities in marketing. Fundamental economic concepts are also integrated in the course.

#### BMM.HS.6.1

Develop an understanding of fundamental economic concepts to obtain a foundation for employment in business.

**BMM.HS.6.1.a** Distinguish between economic goods and services.

**BMM.HS.6.1.b** Explain the concept of economic resources.

**BMM.HS.6.1.c** Describe the concepts of economics and economic activities.

**BMM.HS.6.1.d** Determine economic utilities created by business activities.

**BMM.HS.6.1.e** Explain the principles of supply and demand.

**BMM.HS.6.1.f** Describe the functions of prices in markets.

#### BMM.HS.6.2

Explain the nature of business to show its contributions to society.

**BMM.HS.6.2.a** Explain the role of business in society.

**BMM.HS.6.2.b** Describe types of business activities.

#### BMM.HS.6.3

Differentiate economic systems to be able to recognize the environments in which businesses function.

**BMM.HS.6.3.a** Explain the types of economic systems.

**BMM.HS.6.3.b** Identify the impact of small business/entrepreneurship on market economies.

**BMM.HS.6.3.c** Explain the concept of private enterprise.

**BMM.HS.6.3.d** Identify factors affecting a business's profit.

**BMM.HS.6.3.e** Determine factors affecting business risk.

**BMM.HS.6.3.f** Explain the concept of competition.

**BMM.HS.6.3.g** Communicate the economic principles and concepts fundamental to business operations and the importance of marketing in a global economy.

#### BMM.HS.6.4

Acquire foundational knowledge of marketing-information management to understand its nature and scope.

**BMM.HS.6.4.a** Describe the need for marketing data.

**BMM.HS.6.4.b** Describe the role of project management in marketing as a necessary skill set for creating campaigns that get results without wasting resources based on managing data.

#### BMM.HS.6.5

Demonstrate and understand marketing's role and function in business to facilitate economic exchanges with customers.

**BMM.HS.6.5.a** Explain marketing and its importance in a global economy.

<b>BMM.HS.6.5.b</b>	Describe marketing functions and related activities.
<b>BMM.HS.6.6</b>	
Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making.	
<b>BMM.HS.6.6.a</b>	Explain factors that influence customer/client/business buying behavior.
<b>BMM.HS.6.6.b</b>	Analyze customer's rational and emotional buying motives and decisions.
<b>BMM.HS.6.7</b>	
Identify marketing strategies	
<b>BMM.HS.6.7.a</b>	Analyze the elements of the marketing mix.
<b>BMM.HS.6.7.b</b>	Explain and describe the importance of each of the components of the marketing mix.
<b>BMM.HS.6.8</b>	
Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).	
<b>BMM.HS.6.8.a</b>	Explain the concept of market and market identification
<b>BMM.HS.6.8.b</b>	Explain the time value of money
<b>BMM.HS.6.8.c</b>	Estimate project costs and return on marketing investment (ROMI)
<b>BMM.HS.6.8.d</b>	Explain the financial implications of product cannibalization
<b>BMM.HS.6.8.e</b>	Identify strategies utilized in the elements of market segmentation.
<b>BMM.HS.6.9</b>	
Participate in career planning to enhance job-success potential.	
<b>BMM.HS.6.9.a</b>	Explore employment opportunities in marketing.
<b>BMM.HS.6.9.b</b>	Interview industry experts for specific technical knowledge and skills
<b>BMM.HS.6.9.c</b>	Identify personal interests, aptitudes, information, and skills necessary for informed career decision making.
<b>BMM.HS.6.9.d</b>	Research the scope of career opportunities available and the requirements for education, training, certification, and licensure
<b>BMM.HS.6.9.e</b>	Research and develop a career plan that reflects career interests, pathways, and postsecondary options.
<b>BMM.HS.6.10</b>	
Acquire a foundational knowledge of selling to understand its nature and scope.	
<b>BMM.HS.6.10.a</b>	Explain the nature and scope of the selling function.
<b>BMM.HS.6.10.b</b>	Explain the role of customer service as a component of selling relationships.

Marketing Management	
Course Description	
Marketing Management furthers student understanding and skills in various marketing functions, including channel management, marketing-information management, market planning, pricing, product/service management, and promotion. Marketing plans, branding, the product life cycle, project management principles and professional and ethical standards in marketing are also emphasized in the course.	
BMM.HS.6.11	
Acquire foundational knowledge of channel management to understand its role in marketing.	
<b>BMM.HS.6.11.a</b>	Explain the nature and scope of channel management.
<b>BMM.HS.6.11.b</b>	Explain the nature of channels of distribution.
BMM.HS.6.12	
Acquire foundational knowledge of marketing-information management to understand its nature and scope.	
<b>BMM.HS.6.12.a</b>	Identify data monitored for marketing decision making.
<b>BMM.HS.6.12.b</b>	Explain the nature and scope of the marketing-information management function.
<b>BMM.HS.6.12.c</b>	Explain the nature of marketing research.
BMM.HS.6.13	
Identify responsibilities in marketing to demonstrate ethical/legal behavior.	
<b>BMM.HS.6.13.a</b>	Explain the need for professional and ethical standards in marketing.
BMM.HS.6.14	
Develop a foundational knowledge of pricing to understand its role.	
<b>BMM.HS.6.14.a</b>	Explain the nature and scope of the pricing function.
<b>BMM.HS.6.14.b</b>	Explain factors affecting pricing decisions.
BMM.HS.6.15	
Acquire a foundational knowledge of product/service management to understand its nature and scope.	
<b>BMM.HS.6.15.a</b>	Explain the nature and scope of the product/service management function.
<b>BMM.HS.6.15.b</b>	Identify the impact of product life cycles on marketing decisions.
BMM.HS.6.16	
Employ product-mix strategies to meet customer expectations.	
<b>BMM.HS.6.16.a</b>	Explain the concept of product mix.
<b>BMM.HS.6.16.b</b>	Describe the nature of product bundling.
BMM.HS.6.17	
Position company to acquire desired business image.	
<b>BMM.HS.6.17.a</b>	Explain the nature of corporate branding.

<b>BMM.HS.6.17.b</b>	Describe factors used by businesses to position corporate brands.
<b>BMM.HS.6.18</b>	
Position products/services to acquire desired business image.	
<b>BMM.HS.6.18.a</b>	Describe factors used by marketers to position products/services.
<b>BMM.HS.6.18.b</b>	Explain the nature of product/service branding.
<b>BMM.HS.6.18.c</b>	Describe the role of the customer voice in branding.
<b>BMM.HS.6.19</b>	
Acquire a foundational knowledge of promotion to understand its nature and scope.	
<b>BMM.HS.6.19.a</b>	Explain the role of promotion as a marketing function.
<b>BMM.HS.6.19.b</b>	Explain the types of promotion (i.e., institutional, product).
<b>BMM.HS.6.19.c</b>	Identify the elements of the promotional mix.
<b>BMM.HS.6.20</b>	
Demonstrate an understanding of promotional channels used to communicate with targeted audiences.	
<b>BMM.HS.6.20.a</b>	Explain types of advertising media.
<b>BMM.HS.6.20.b</b>	Explain different types of social media marketing.
<b>BMM.HS.6.20.c</b>	Investigate the impact of social media on promoting business.
<b>BMM.HS.6.21</b>	
Create a promotional campaign that includes a budget and utilizes different forms of media for a product or service	
<b>BMM.HS.6.21.a</b>	Demonstrate effective communication skills by delivering a presentation on the promotional campaign.

Advanced Marketing	
Course Description	
This course is an introduction to the language and issues of marketing with an emphasis on learning to develop responsive marketing strategies that meet customer needs. This course focuses on marketing concepts and the role of marketing in the organization and society. Topics include market segmentation, product development, promotion, distribution, and pricing. Additional topics include external environment, economics, politics, government, marketing research, international marketing, cultural diversity, ethics, project management, and emerging promotional technologies.	
BMM.HS.6.22	
Examine and illustrate marketing, the marketing concept, and marketing management.	
<b>BMM.HS.6.22.a</b>	Define the role of marketing in organizations.
<b>BMM.HS.6.22.b</b>	Describe how marketers create value for a product or service.
<b>BMM.HS.6.22.c</b>	Understand why marketing is important both within and outside the firm.
BMM.HS.6.23	
Analyze the environment in which firms operate to develop effective marketing strategies and decisions.	
<b>BMM.HS.6.23.a</b>	Develop marketing strategies to guide marketing tactics.
<b>BMM.HS.6.23.b</b>	Select strategy to obtain the best return on marketing investment (ROMI).
<b>BMM.HS.6.23.c</b>	Evaluate marketing mix strategies in response to market opportunities and customer expectations.
BMM.HS.6.24	
Review methods of information gathering and investigate research techniques.	
<b>BMM.HS.6.24.a</b>	Describe the nature of marketing research.
<b>BMM.HS.6.24.b</b>	Investigate qualitative and quantitative research sources.
<b>BMM.HS.6.24.c</b>	Conduct appropriate methods of data collection (e.g., observations, surveys, discussion forums, scanners).
<b>BMM.HS.6.24.d</b>	Interpret marketing information to test hypotheses and/or to resolve issues.
BMM.HS.6.25	
Analyze consumer and organizational buying behavior.	
<b>BMM.HS.6.25.a</b>	Describe the impact of consumer differences (e.g., life stages, benefits sought, usage rate, brand loyalty, and socio-economic characteristics) on buying decisions.
<b>BMM.HS.6.25.b</b>	Assess how level of involvement affects the consumer buying decision process for different types of goods and services.
BMM.HS.6.26	
Identify market segments and positioning strategies.	

<b>BMM.HS.6.26.a</b>	Identify market segmentation strategies (e.g., demographics, geographic, psychographics, and behavioral).
<b>BMM.HS.6.26.b</b>	Analyze the elements of the marketing mix, their interrelationships, how they are used in the marketing process, and their role in positioning.
<b>BMM.HS.6.26.c</b>	Recommend the positioning strategy that communicates the firm's or the product's value proposition.
<b>BMM.HS.6.27</b>	
Evaluate product and service strategies.	
<b>BMM.HS.6.27.a</b>	Develop marketing mix strategies that focus on meeting customer needs and wants.
<b>BMM.HS.6.27.b</b>	Assess current product and service strategies to determine growth strategy (e.g., market penetration, market development, product development, and diversification).
<b>BMM.HS.6.28</b>	
Evaluate distribution strategies.	
<b>BMM.HS.6.28.a</b>	Explain the roles of the different members of a marketing (distribution) channel (e.g., manufacturer, wholesaler, and retailer).
<b>BMM.HS.6.28.b</b>	Compare and contrast direct and indirect marketing channels for various industries.
<b>BMM.HS.6.28.c</b>	Research how technology has impacted or transformed marketing channels.
<b>BMM.HS.6.28.d</b>	Identify factors that drive distribution design (e.g., Internet, Social Media, competitive advantage).
<b>BMM.HS.6.29</b>	
Evaluate pricing strategies and tactics.	
<b>BMM.HS.6.29.a</b>	Distinguish concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perception of value.
<b>BMM.HS.6.29.b</b>	Identify factors affecting pricing decisions.
<b>BMM.HS.6.30</b>	
Evaluate promotional and communication strategies.	
<b>BMM.HS.6.30.a</b>	Analyze advertising goals as they relate to profitability and/or effectiveness.
<b>BMM.HS.6.30.b</b>	Demonstrate how to effectively reach target market by using the most cost-effective form of media.
<b>BMM.HS.6.30.c</b>	Evaluate effectiveness of various forms of advertising.
<b>BMM.HS.6.30.d</b>	Research, analyze, and recommend promotional strategies.
<b>BMM.HS.6.31</b>	
Demonstrate the importance of an effective marketing plan.	
<b>BMM.HS.6.31.a</b>	Explain why a marketing plan is vital.
<b>BMM.HS.6.31.b</b>	Apply project management competencies in working with a viable business in the creation of a marketing plan.
<b>BMM.HS.6.31.c</b>	Analyze current marketing strategies utilized by business.
<b>BMM.HS.6.31.d</b>	Initiate marketing plan by identifying target market, conducting market analysis, and reviewing SWOT analysis.
<b>BMM.HS.6.31.e</b>	Develop marketing strategies to position and/or reposition business effectively.
<b>BMM.HS.6.31.f</b>	Access cost effectiveness of recommended marketing strategies.
<b>BMM.HS.6.31.g</b>	Monitor and evaluate performance of marketing plan.



## Program of Study Standards: Marketing Entrepreneurship

### Marketing

#### Course Description

This course develops basic student understanding and skills in the functions of marketing, including channel management, marketing-information management, market planning, product/service management, project management, promotion, pricing, and selling. Emphasis is placed on marketing strategies, the selling process, the use of data in marketing decision-making, and career opportunities in marketing. Fundamental economic concepts are also integrated in the course.

#### BMM.HS.7.1

Develop an understanding of fundamental economic concepts to obtain a foundation for employment in business.

**BMM.HS.7.1.a** Distinguish between economic goods and services.

**BMM.HS.7.1.b** Explain the concept of economic resources.

**BMM.HS.7.1.c** Describe the concepts of economics and economic activities.

**BMM.HS.7.1.d** Determine economic utilities created by business activities.

**BMM.HS.7.1.e** Explain the principles of supply and demand.

**BMM.HS.7.1.f** Describe the functions of prices in markets.

#### BMM.HS.7.2

Explain the nature of business to show its contributions to society.

**BMM.HS.7.2.a** Explain the role of business in society.

**BMM.HS.7.2.b** Describe types of business activities.

#### BMM.HS.7.3

Differentiate economic systems to be able to recognize the environments in which businesses function.

**BMM.HS.7.3.a** Explain the types of economic systems.

**BMM.HS.7.3.b** Identify the impact of small business/entrepreneurship on market economies.

**BMM.HS.7.3.c** Explain the concept of private enterprise.

**BMM.HS.7.3.d** Identify factors affecting a business's profit.

**BMM.HS.7.3.e** Determine factors affecting business risk.

**BMM.HS.7.3.f** Explain the concept of competition.

**BMM.HS.7.3.g** Communicate the economic principles and concepts fundamental to business operations and the importance of marketing in a global economy.

#### BMM.HS.7.4

Acquire foundational knowledge of marketing-information management to understand its nature and scope.

**BMM.HS.7.4.a** Describe the need for marketing data.

**BMM.HS.7.4.b** Describe the role of project management in marketing as a necessary skill set for creating campaigns that get results without wasting resources based on managing data.

#### BMM.HS.7.5

Demonstrate and understand marketing's role and function in business to facilitate economic exchanges with customers.

**BMM.HS.7.5.a** Explain marketing and its importance in a global economy.

<b>BMM.HS.7.5.b</b>	Describe marketing functions and related activities.
<b>BMM.HS.7.6</b>	
Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making.	
<b>BMM.HS.7.6.a</b>	Explain factors that influence customer/client/business buying behavior.
<b>BMM.HS.7.6.b</b>	Analyze customer's rational and emotional buying motives and decisions.
<b>BMM.HS.7.7</b>	
Identify marketing strategies	
<b>BMM.HS.7.7.a</b>	Analyze the elements of the marketing mix.
<b>BMM.HS.7.7.b</b>	Explain and describe the importance of each of the components of the marketing mix.
<b>BMM.HS.7.8</b>	
Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).	
<b>BMM.HS.7.8.a</b>	Explain the concept of market and market identification
<b>BMM.HS.7.8.b</b>	Explain the time value of money
<b>BMM.HS.7.8.c</b>	Estimate project costs and return on marketing investment (ROMI)
<b>BMM.HS.7.8.d</b>	Explain the financial implications of product cannibalization
<b>BMM.HS.7.8.e</b>	Identify strategies utilized in the elements of market segmentation.
<b>BMM.HS.7.9</b>	
Participate in career planning to enhance job-success potential.	
<b>BMM.HS.7.9.a</b>	Explore employment opportunities in marketing.
<b>BMM.HS.7.9.b</b>	Interview industry experts for specific technical knowledge and skills
<b>BMM.HS.7.9.c</b>	Identify personal interests, aptitudes, information, and skills necessary for informed career decision making.
<b>BMM.HS.7.9.d</b>	Research the scope of career opportunities available and the requirements for education, training, certification, and licensure
<b>BMM.HS.7.9.e</b>	Research and develop a career plan that reflects career interests, pathways, and postsecondary options.
<b>BMM.HS.7.10</b>	
Acquire a foundational knowledge of selling to understand its nature and scope.	
<b>BMM.HS.7.10.a</b>	Explain the nature and scope of the selling function.
<b>BMM.HS.7.10.b</b>	Explain the role of customer service as a component of selling relationships.

Marketing Management	
Course Description	
Marketing Management furthers student understanding and skills in various marketing functions, including channel management, marketing-information management, market planning, pricing, product/service management, and promotion. Marketing plans, branding, the product life cycle, project management principles and professional and ethical standards in marketing are also emphasized in the course.	
BMM.HS.7.11	
Acquire foundational knowledge of channel management to understand its role in marketing.	
<b>BMM.HS.7.11.a</b>	Explain the nature and scope of channel management.
<b>BMM.HS.7.11.b</b>	Explain the nature of channels of distribution.
BMM.HS.7.12	
Acquire foundational knowledge of marketing-information management to understand its nature and scope.	
<b>BMM.HS.7.12.a</b>	Identify data monitored for marketing decision making.
<b>BMM.HS.7.12.b</b>	Explain the nature and scope of the marketing-information management function.
<b>BMM.HS.7.12.c</b>	Explain the nature of marketing research.
BMM.HS.7.13	
Identify responsibilities in marketing to demonstrate ethical/legal behavior.	
<b>BMM.HS.7.13.a</b>	Explain the need for professional and ethical standards in marketing.
BMM.HS.7.14	
Develop a foundational knowledge of pricing to understand its role.	
<b>BMM.HS.7.14.a</b>	Explain the nature and scope of the pricing function.
<b>BMM.HS.7.14.b</b>	Explain factors affecting pricing decisions.
BMM.HS.7.15	
Acquire a foundational knowledge of product/service management to understand its nature and scope.	
<b>BMM.HS.7.15.a</b>	Explain the nature and scope of the product/service management function.
<b>BMM.HS.7.15.b</b>	Identify the impact of product life cycles on marketing decisions.
BMM.HS.7.16	
Employ product-mix strategies to meet customer expectations.	
<b>BMM.HS.7.16.a</b>	Explain the concept of product mix.
<b>BMM.HS.7.16.b</b>	Describe the nature of product bundling.
BMM.HS.7.17	
Position company to acquire desired business image.	
<b>BMM.HS.7.17.a</b>	Explain the nature of corporate branding.

<b>BMM.HS.7.17.b</b>	Describe factors used by businesses to position corporate brands.
<b>BMM.HS.7.18</b>	
Position products/services to acquire desired business image.	
<b>BMM.HS.7.18.a</b>	Describe factors used by marketers to position products/services.
<b>BMM.HS.7.18.b</b>	Explain the nature of product/service branding.
<b>BMM.HS.7.18.c</b>	Describe the role of the customer voice in branding.
<b>BMM.HS.7.19</b>	
Acquire a foundational knowledge of promotion to understand its nature and scope.	
<b>BMM.HS.7.19.a</b>	Explain the role of promotion as a marketing function.
<b>BMM.HS.7.19.b</b>	Explain the types of promotion (i.e., institutional, product).
<b>BMM.HS.7.19.c</b>	Identify the elements of the promotional mix.
<b>BMM.HS.7.20</b>	
Demonstrate an understanding of promotional channels used to communicate with targeted audiences.	
<b>BMM.HS.7.20.a</b>	Explain types of advertising media.
<b>BMM.HS.7.20.b</b>	Explain different types of social media marketing.
<b>BMM.HS.7.20.c</b>	Investigate the impact of social media on promoting business.
<b>BMM.HS.7.21</b>	
Create a promotional campaign that includes a budget and utilizes different forms of media for a product or service	
<b>BMM.HS.7.21.a</b>	Demonstrate effective communication skills by delivering a presentation on the promotional campaign.

<b>Entrepreneurship</b>	
Course Description	
Entrepreneurship is a course with emphasis on the evaluation of the business skills and commitment necessary to successfully operate an entrepreneurial venture and review the challenges and rewards of entrepreneurship. The role of entrepreneurial businesses in the United States and the impact on the national and global economy will be explored. Work-	

based learning strategies could be included through the development of a business plan, operation of school-based enterprise, or actual creation of a student-run business.	
<b>BMM.HS.7.22</b>	
Explore the characteristics of an entrepreneur.	
<b>BMM.HS.7.22.a</b>	Analyze personal strengths, skills, and talents necessary to be an entrepreneur.
<b>BMM.HS.7.22.b</b>	Identify responsible behavior, attitude, and leadership ability.
<b>BMM.HS.7.22.c</b>	Demonstrate problem-solving skills.
<b>BMM.HS.7.22.d</b>	Exhibit personal goal setting
<b>BMM.HS.7.22.e</b>	Compare and contrast successful and non-successful entrepreneurs at a local, state national global level.
<b>BMM.HS.7.23</b>	
Evaluate business ownership as related to entrepreneurship.	
<b>BMM.HS.7.23.a</b>	Identify and compare advantages and disadvantages of various forms of business ownership.
<b>BMM.HS.7.23.b</b>	Explain the legal and ethical issues affecting businesses.
<b>BMM.HS.7.23.c</b>	Evaluate the history and development of successful and non-successful entrepreneurial ventures.
<b>BMM.HS.7.23.d</b>	Identify and evaluate the methods of entering an entrepreneurial venture.
<b>BMM.HS.7.23.e</b>	Analyze the the risks of starting a new, buying an existing and becoming a franchise business.
<b>BMM.HS.7.24</b>	
Integrate the management, financial, marketing, and legal skills necessary to successfully operate and grow an entrepreneurial venture.	
<b>BMM.HS.7.24.a</b>	Assess the importance of the management functions of planning, controlling, organizing, staffing, and implementing.
<b>BMM.HS.7.24.b</b>	Develop vision, mission, goals, objectives, and policies for an entrepreneurial venture.
<b>BMM.HS.7.24.c</b>	Establish financial goals and objectives.
<b>BMM.HS.7.24.d</b>	Explain the financial resources used in making entrepreneurial business decisions.
<b>BMM.HS.7.24.e</b>	Evaluate the specific target market for the entrepreneurial venture.
<b>BMM.HS.7.24.f</b>	Relate the brand image to the entrepreneurial venture and product and/or service in a competitive market.
<b>BMM.HS.7.24.g</b>	Develop a marketing plan and strategies to position the product and/or service in the consumer market.
<b>BMM.HS.7.24.h</b>	Analyze the legal issues and government compliances affecting entrepreneurial ventures.
<b>BMM.HS.7.24.i</b>	Identify the legal documents and financial records for business operations.
<b>BMM.HS.7.24.j</b>	Incorporate emerging technologies for innovation and growth.
<b>BMM.HS.7.25</b>	
Develop the elements, design, and rationale of a business plan.	

<b>BMM.HS.7.25.a</b>	Investigate the importance of a business plan.
<b>BMM.HS.7.25.b</b>	Design the components of a business plan.
<b>BMM.HS.7.25.c</b>	Explain the business concept and company profile.
<b>BMM.HS.7.25.d</b>	Consider economic concepts when developing a business plan.
<b>BMM.HS.7.25.e</b>	Evaluate the venture idea utilizing the components of a business plan.
<b>BMM.HS.7.26</b>	
Investigate the role of entrepreneurship in the global economy.	
<b>BMM.HS.7.26.a</b>	Explore entrepreneurial venture opportunities in international trade.
<b>BMM.HS.7.26.b</b>	Analyze global issues and trends for entrepreneurial ventures.
<b>BMM.HS.7.26.c</b>	Determine the impact of cultural and social requirements on international trade.
<b>BMM.HS.7.27</b>	
Analyze entrepreneurial opportunities.	
<b>BMM.HS.7.27.a</b>	Research opportunities in entrepreneurship.
<b>BMM.HS.7.27.b</b>	Discuss advantages and disadvantages of entrepreneurship as a career choice.
<b>BMM.HS.7.27.c</b>	Analyze how entrepreneurial activities drive innovation within an organization.